



# **AUSTRALIA**

# **PERFORMING ARTS INDUSTRIES**

EMBARGO: 11:30AM (CANBERRA TIME) FRI 9 OCT 1998

# CONTENTS

		•	age
	Not	es	. 2
	Sur	mmary of findings	. 3
TAB	LE	S	
	1	Key aggregates	. 9
	2	Sources of income	10
	3	Items of expenditure	11
	4	Characteristics of employment, at end June	12
	5	Business size	13
	6	States and Territories	14
	7	Selected performance ratios	15
	8	Music and theatre production industry, income by type	
		of organisation	16
	9	Music and theatre production industry, expenditure by type	
		of organisation	17
	10	Music and theatre production industry, employment by month	18
	11	Music and theatre production industry, employment by type	
		of organisation	18
	12	Music and theatre production industry, performances and	
		attendances	19
	13	Theatre ticket agency operators, key aggregates	20
ADD	DIT	IONAL INFORMATION	
	Ехр	lanatory notes	21
	Glo	ssary	24

■ For further information about these and related statistics, contact Graham Boxsell on Canberra 02 6252 5633 or refer to the back cover of this publication.

Bureau of Statistics

## **NOTES**

#### INTRODUCTION

This publication presents results, for the 1996-97 financial year, from the first Australian Bureau of Statistics (ABS) survey of the performing arts industries.

The publication is one of a series to be issued in respect of 1996–97 covering cultural industries, which were partially funded by the Cultural Ministers' Council. Other publications in this series are:

Commercial Art Galleries, Australia, 1996–97 (Cat. no. 8651.0) Film and Video Production and Distribution, Australia, 1996-97 (Cat. no. 8679.0)

Libraries and Museums, Australia, 1996-97 (Cat. no. 8649.0) Motion Picture Exhibition, Australia, 1996-97 (Cat. no. 8654.0) Radio and Television Services, Australia, 1996-97 (Cat. no. 8680.0) Sound Recording Studios, Australia, 1996-97 (Cat. no. 8555.0) Zoos, Parks and Gardens Industry, Australia, 1996-97 (Cat. no. 8699.0)

# COMMENTS ON THIS **PUBLICATION**

The ABS welcomes comments and suggestions from users recommending industries and data items for inclusion in future service industries surveys. These comments should be addressed to:

The Director, Service Industries Surveys, PO Box 10, Belconnen, ACT, 2616.

# SYMBOLS AND OTHER **USAGES**

ABS Australian Bureau of Statistics

ANZSIC Australian and New Zealand Standard Industrial Classification

not elsewhere classified n.e.c.

not for available for publication but included in totals where n.p.

applicable

**RSE** relative standard error

not applicable

nil or rounded to zero

\*\* subject to sampling variability too high for practical purposes

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

W. McLennan Australian Statistician

### SUMMARY OF FINDINGS

**INTRODUCTION** 

This publication presents results in respect of 1996-97 from a survey of employing businesses mainly engaged in the performing arts industries.

The performing arts industries comprise businesses (both public and private sector) classified to the following classes of the Australian and New Zealand Standard Industrial Classification (ANZSIC):

- 9241, Music and Theatre Productions, which consists of businesses mainly engaged in providing live theatrical or musical presentations (including concerts, opera, ballet or drama).
- 9252, Performing Arts Venues, which consists of businesses mainly engaged in operating performing arts venues such as concert halls, playhouses, music halls (except theatre restaurants), entertainment centres (except centres where the presentation of sporting events is the main activity). In addition, due to the significant involvement of local government authorities in the operation of performing arts venues, these activities of local government authorities were included in the survey, even though local government authorities are defined to another class in ANZSIC.
- 9259, Services to the Arts n.e.c., which consists of businesses mainly engaged in providing services such as casting agency operation, costume design, set designing, theatre ticket agency operation and theatre lighting.

The survey did not include businesses classified to ANZSIC 9242 (Creative Arts). This industry mainly consists of individuals engaged in musical composition, literary arts and visual arts such as painting, drawing, sculpture and pottery.

Tables 1–7 of this publication provide information about the performing arts industries in total, comparing the three industry classes, but excluding businesses mainly providing ticket agency services. Tables 8-12 present more detailed information about the music and theatre production industry, while table 13 provides summary information about theatre ticket agency operators.

There were 1,399 employing businesses in the performing arts industries at the end of June 1997. These 1,399 businesses consisted of 881 in the music and theatre production industry, 150 in the performing arts venue industry and 369 in the services to the arts industry. In addition, there were 19 theatre ticket agency operators.

The industries employed 13,359 persons at the end of June 1997. During 1996-97, the industries accrued total income of \$1,281 million and incurred total expenses of \$1,245 million.

The industry gross product of the performing arts industries in 1996–97 was \$401 million.

**SUMMARY** 

# MUSIC AND THEATRE **PRODUCTION**

Introduction

At the end of June 1997, there were 881 employing businesses and organisations in the music and theatre production industry, which consisted of 363 employing popular music businesses, 121 drama production businesses, 56 musical production businesses, 46 symphony and choral businesses, 36 dance businesses, 18 opera businesses and 238 other production businesses such as puppetry, circus and other performing arts production businesses. The ABC Concerts have been included in the Other category as its activities cover more than one of the individual categories.

Sources of income

During 1996-97, the music and theatre production industry generated total income of \$594 million. Income from box office of \$265 million accounted for 45% of total income. The other major source of income was government funding of \$179 million (30% of total income). Other sources of income included funding from non-government organisations (\$27 million), royalties income (\$18 million) and sale of goods (\$16 million).

Government funding of \$179 million was received by 220 of the businesses (25% of all businesses). Symphony and choral organisations were the most reliant on government funding with 40% of their income from this source. In contrast, only 8 of the 56 musical production businesses received government funding, which contributed less than 1% to their total income. Musical production businesses received 88% of their income from box office takings.

Expenditure

Music and theatre production businesses had total expenses of \$592 million during 1996–97, of which 43% was expended on personnel. These payments consisted of labour costs of employees of \$223 million (of which almost 50% was paid to artists and performers) and \$33 million contract payments to artists and performers (of which \$6.4 million was paid to overseas residents). The other major expense was rent, leasing and hiring (\$63 million), of which the major components were venue hire (\$39 million) and hire of sets, costumes and other equipment (\$14 million).

**Profitability** 

During 1996–97, the music and theatre production industry recorded an operating profit before tax of \$2.6 million, which represented an operating profit margin of 0.7%. This operating profit margin varied by size of business, with businesses employing less than 20 persons having an operating profit margin of 1.3%. Businesses with 100 persons or more had an operating profit margin of 1.5%, while businesses employing between 20-99 persons showed a loss of 4.8%.

Employment

At the end of June 1997, there were 6,082 persons employed in the music and theatre production industry, with the average labour cost per employee being \$39,000.

There was a relatively equal distribution of full-time employees (3,065) and part-time employees (3,016), but there were slightly more males employed (3,204) than females (2,878). Most employees worked as performing artists (3,329) or managerial/administrative staff (1,177).

The employment was seasonal with 6.6% and 5.3% more employees working at the end of August and September, respectively, than the monthly average of 6,046 persons. December and January were the two months when employment was the lowest (9.1% and 7.7%, respectively, below the monthly average).

Of the groupings of music and theatre production businesses, popular music (1,056) and drama (859) employed the most persons. Opera businesses had the highest proportion of full-time employment with 72% of their employees working full-time.

Business size

At the end of June 1997, 94% of music and theatre production businesses employed less than 20 persons. These small businesses accounted for 40% of industry employment and contributed 32% (\$190 million) to total income of the industry. By contrast, there were nine music and theatre production businesses employing 100 persons or more, which accounted for 32% of industry employment, and contributed 55% (\$328 million) to total income of the industry.

State dimension

Music and theatre production businesses in New South Wales had the highest proportion of industry employment (45%) and total income (43%). The proportion of the Australian population resident in New South Wales was 34%. Victoria's contribution to industry employment was 23% and total income of 26%, compared to their population proportion of 25%. South Australia's proportion of industry employment (8.3%) and total income (8.2%) was similar to their Australian population distribution. All other States' contribution to industry income was below their proportion of the Australian population.

Performances and attendances During 1996-97, there were 12.8 million paid attendances for 68,994 paid performances of businesses in the music and theatre production industry. Most of these paid attendances (12.1 million) and performances (65,408) were in Australia.

Popular music production businesses contributed 44% (30,681 performances) of all performances, but only attracted 24% of the paid attendances. In contrast, musical production businesses had 4,160 paid performances which attracted the paid attendances of 3.3 million people, which represented 26% of all attendances.

#### PERFORMING ARTS VENUES

Introduction

At the end of June 1997, there were 150 employing businesses and organisations in the performing arts venues industry. Businesses operating venues where performing arts was not the main activity are excluded from this industry (e.g. theatre restaurants, entertainment centres where sporting events are the main activity).

Sources of income

During 1996–97, the performing arts venues industry generated total income of \$332 million. The two major sources of this income were funding from government of \$89 million (27% of total income) and box office income of \$77 million (23% of total income). These businesses received \$52 million from the sale of goods and a further \$63 million from rent, leasing and hiring, of which \$53 million accrued from the rent, leasing and hiring of venues.

Expenditure

The major expense item for businesses in the performing arts industry was labour costs of \$105 million, which accounted for 33% of total expenses and represented \$18,800 per person employed. Repair and maintenance expenses of \$24 million accounted for 8% of total expenses.

Purchases of goods for resale was \$27 million (8% of total expenses) in 1996-97. Income from the sale of goods during the same period was \$52 million. Other major individual expenses identified in the survey were contract payments to performers and artists (\$7 million), rent, leasing and hiring expenses (\$8 million), advertising expenses (\$6 million) and marketing and promotional expenses (\$7 million).

**Profitability** 

Businesses in the performing arts venues industry recorded an operating profit before tax of \$9 million for the 1996-97 financial year, which represented an operating profit margin of 4.4%. This profit margin was much higher for businesses employing less than 20 persons (18.7%) and businesses employing between 20 and 99 persons (14.5%). The 11 businesses employing 100 persons or more had an operating profit margin of 0.6% in 1996-97.

Employment

At the end of June 1997, the 150 businesses in the industry employed 5,601 persons. Most (72%) employees worked on a part-time basis, which contributed to the relatively low average labour cost for the industry of \$18,800. There was a relatively even distribution of males (2,846) and females (2,755) working in the industry at the end of June 1997.

Front of house staff (1,868) comprised 33% of employment, 95% of whom worked on a part-time basis. Other major employment groupings in the industry included managerial and administrative staff (1,086) and technical and performing arts support staff (1,013).

Business size

At the end of June 1997, there were 11 businesses in the industry employing 100 persons or more. These 11 large businesses accounted for 60% of industry employment and 68% of total industry income. However, this employment grouping had the lowest operating profit margin of 0.6%. The 99 businesses employing less than 20 persons represented 66% of all businesses in the industry, but accounted for only 11% of industry employment and income.

State dimension

There were 14 businesses in South Australia in the performing arts venues industry at the end of June 1997, which accounted for 14% of industry employment. South Australia's proportion of the Australian population is 8.1%. There were 40 New South Wales businesses in the industry which contributed 29% of industry employment and 30% of total income, below New South Wales' Australian population proportion of 34%.

#### SERVICES TO THE ARTS

Introduction

There were 369 businesses and organisations in the services to the arts industry at the end of June 1997. This industry contains a diverse range of businesses such as those operating as costume designers, set designers, casting agencies and theatre lighting. Also included are the operations of some promoters, where their main activity is the promotion of the artists rather than theatre production. Separate statistics are shown for theatre ticket agencies (see table 13) and are not included in the statistics for the services to the arts industry.

Sources of income

During 1996–97 these 369 businesses generated \$356 million in income. The major source of this income were from the provision of their services to the arts (\$235 million).

Expenditure

The services to the arts industry had total expenses of \$333 million during 1996-97. As with the other performing arts industries, their main expenses were personnel related. While labour costs of \$42 million represented 13% of total expenses, contract payments to performers and artists accounted for \$79 million (24% of total expenses). Contract payments to overseas artists accounted for \$42 million of the total contract payments.

Royalties paid to overseas organisations amounted to \$31 million. Other operating expenses were \$60 million and included expenses such as travelling expenses, motor vehicle running expenses, paper, printing and stationery expenses.

Employment

At the end of June 1997, employment in the industry was 1,676. The 905 full-time employees accounted for 54% of this employment. There was a relatively equal distribution of males (819) and females (857) in the industry.

Business size

Businesses in this industry tended to be small employers with 96% of the businesses employing less than 20 persons. The 353 small businesses had an average of three persons per business. These small businesses accounted for 62% of industry employment.

State dimension

Businesses in the services to the arts industry were concentrated in New South Wales and Victoria, where 76% of the businesses were located. Businesses in these two States accounted for 52% and 37% of total industry income, which was higher than their proportions of the Australian population.

THEATRE TICKET AGENCY **OPERATORS** 

At the end of June 1997, there were 19 businesses whose main activity was theatre ticket agency operations. These businesses generated \$45 million in income during 1996-97, \$42 million of which was earned as commission from selling tickets (to both theatre and sporting events). Their total expenses were \$40 million, resulting in an operating profit before tax of \$5 million (representing an operating profit margin of 11.4%).

Employment of these businesses at the end of June 1997 was 350, comprising 183 full-time persons and 167 part-time persons. The average labour cost per employee was \$28,900.

# 1

## KEY AGGREGATES

	Music and theatre production	Performing arts venues	Services to the arts	Total
Businesses at end June (no.)	881	150	369	1 399
Performing arts spaces (no.)	48	315		362
Employment at end June				
Working proprietors and partners (no.)	354	_	87	442
Employees (no.)	5 727	5 601	1 589	12 918
Total (no.)	6 082	5 601	1 676	13 359
Income				
Government funding (\$m)	179.3	88.9	26.1	294.3
Income from box office (\$m)	264.9	76.9		341.8
Other income (\$m)	150.0	165.8	329.4	645.2
Total (\$m)	594.3	331.6	355.5	1 281.3
Expenses				
Labour costs (\$m)	223.2	105.2	42.0	370.5
Contract payments to performers/artists (\$m)	32.8	7.2	78.7	118.7
Other expenses (\$m)	335.8	208.0	212.2	756.0
Total (\$m)	591.8	320.4	332.9	1 245.2
Industry gross product (\$m)	223.5	112.7	64.8	401.1

	Music and pro	theatre duction	Perform	ing arts venues	Services to t	he arts	All b	usinesses
	Businesses at		Businesses at		Businesses at		Businesses at	
	end June	Value	end June	Value	end June	Value	end June	Total
Source of income	no.	\$m	no.	\$m	no.	\$m	no.	\$m
Sales of goods and services								
Income from box office	336	264.9	119	76.9			456	341.8
Income from contract performance fees	600	n.p.	8	n.p.			608	67.0
Income from management fees	55	n.p.	12	n.p.			67	4.8
Income from sales of goods	251	15.8	100	51.5	51	1.6	402	68.9
Rent, leasing and hire income								
Income from venue hire	55	0.8	134	53.1			189	53.9
Other rent leasing and hiring								
income	110	2.7	74	9.6	44	0.9	228	13.2
Total	142	3.5	138	62.6	44	0.9	323	67.1
Income from other services					359	235.2	359	235.2
Royalties income	199	17.6	3	n.p.	21	n.p.	223	102.8
Other operating income	280	11.5	46	n.p.	64	n.p.	390	43.3
Total	859	379.0	150	227.8	361	324.2	1 370	931.0
Other sources of income								
Government funding	220	179.3	105	88.9	68	26.1	393	294.3
Funding from non-Government organisations								
Donations/bequests	128	4.9	19	3.8			147	8.7
Sponsorships	147	17.6	22	2.2			169	19.8
Other	55	4.9	9	1.4			64	6.3
Total	226	27.4	36	7.3			262	34.7
Interest income	443	8.4	53	n.p.	173	n.p.	669	16.8
Other non-operating income	13	0.1	30	n.p.	8	n.p.	50	4.5
Total	512	215.3	131	n.p.	196	n.p.	838	350.3
Total income	881	594.3	150	331.6	369	355.5	1 399	1 281.3

	Music and theatre	Performing arts	Services to the	Total
	production	venues	arts	expenses
Type of expense	\$m	\$m	\$m	\$m
Labour costs				
Wages and salaries				
Artists	100.2	6.9		107.1
Other	107.9	94.9	38.3	241.1
Total	208.1	101.8	38.3	348.2
Employer contributions to superannuation funds	11.8	n.p.	n.p.	16.4
Workers' compensation costs	3.3	n.p.	n.p.	5.9
Total	223.2	105.2	42.0	370.5
Selected expenses				
Contract payments to performers/artists				
To Australian residents	26.4	7.1	37.0	70.5
To overseas residents	6.4	0.1	41.7	48.2
Total	32.8	7.2	78.7	118.7
Other contract and sub-contract expenses	24.1	4.4	6.4	34.9
Contract fees paid to production companies	_	10.5	_	10.6
Rent, leasing and hiring expenses				
Rent			17.9	17.9
Venue hire	38.6	6.2		44.8
Motor vehicle expenses	4.4	0.3		4.7
Sets, costumes and other equipment	14.3	0.8		15.1
Other rent expenses	5.8	0.9		6.7
Total	63.1	8.2	17.9	89.2
Royalties expenses				
Paid to Australian organisations	14.4	n.p.	n.p.	64.2
Paid to overseas organisations	9.5	0.4	30.8	40.7
Total	23.9	n.p.	n.p.	104.9
Travelling, accommodation and entertainment expenses	31.0	2.7		33.6
Repair and maintenance expenses	5.7	24.2	1.4	31.3
Advertising	34.9	6.4	14.4	55.6
Marketing and promotional expenses	23.7	6.9	3.9	34.5
Telecommunication services	14.9	2.1	2.9	19.9
Electricity, gas and water charges	1.2	7.1		8.3
Other operating expenses	53.5	78.1	60.3	192.0
Total	308.6	159.0	265.8	733.3
Other costs				
Purchases of goods and materials				
Goods for resale	14.5	26.8	1.0	42.2
Other purchases	25.8	4.5	14.5	44.8
Total	40.3	31.2	15.5	87.0
Insurance premiums	2.7	2.5	2.5	7.7
Interest expenses	5.8	4.0	1.2	10.9
Depreciation and amortisation	11.0	n.p.	n.p.	33.6
Bad and doubtful debts	0.3	n.p.	n.p.	2.1
Total	60.0	56.3	25.1	141.3
Total	F01 0	220.4	222.0	1 245 2
Total	591.8	320.4	332.9	1 245.2

			Full-time			Part-time			Total
	Males	Females	Persons	Males	Females	Persons	Males	Females	Persons
	no.	no.	no.	no.	no.	no.	no.	no.	no.
		MUSIC A	AND THEATF	RE PRODU	CTION				
Managerial/administrative	331	447	778	119	280	399	450	727	1 177
Performing artists	983	632	1 614	951	764	1 715	1 934	1 395	3 329
Other artistic support	97	80	176	79	87	166	176	167	342
Technical/performing arts support	207	132	339	264	145	409	471	276	748
Front of house	11	14	25	50	108	158	61	122	183
Other	50	83	133	63	107	170	112	190	303
Total	1 677	1 388	3 065	1 527	1 490	3 016	3 204	2 878	6 082
		PERF	ORMING AF	RTS VENUE	ES				
Managerial/administrative	376	495	871	69	146	215	445	641	1 086
Performing artists	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	185	167	352
Other artistic support	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	27	18	44
Technical/performing arts support	255	40	295	538	181	718	793	220	1 013
Front of house	36	55	91	713	1 064	1 777	749	1 119	1 868
Other	181	36	217	467	555	1 022	648	591	1 239
Total	907	675	1 583	1 939	2 080	4 019	2 846	2 755	5 601
		SE	RVICES TO	THE ARTS					
Total	450	455	905	369	402	771	819	857	1 676
			TOTA	L					
Total	3 035	2 518	5 553	3 834	3 972	7 806	6 869	6 490	13 359

	Businesse	es at end June	Employme	nt at end June	and	Wages d salaries	Total	income		
							Operating profit before tax	Operating profit margin		
	no.	%	no.	%	\$m	%	\$m	%	\$m	%
			MUSIC	and theati	RE PRODU	CTION				
0-19 persons	831	94.3	2 413	39.7	55.2	26.5	189.5	31.9	**2.0	**1.3
20-99 persons	41	4.7	1 710	28.1	27.7	13.3	77.2	13.0	-2.2	-4.8
100 or more	0	4.0	4.050	20.0	405.0	00.0	207.5	EE 4	***0 7	***4 =
persons	9	1.0	1 958	32.2	125.2	60.2	327.5	55.1	**2.7	**1.5
Total	881	100.0	6 082	100.0 FORMING A	208.1	100.0	594.3	100.0	**2.6	**0.7
			PERI	FURIVIING A	KIS VENUE	:5				
0-19 persons	99	66.0	611	10.9	12.3	12.1	35.7	10.8	2.5	18.7
20-99 persons	39	26.0	1 605	28.7	23.9	23.5	71.5	21.6	5.7	14.5
100 or more	4.4	7.0	2.200	CO F	CF C	C 4 4	0044	67.7	1.0	0.0
persons	11 150	7.3 100.0	3 386 5 601	60.5 100.0	65.6 101.8	64.4 100.0	224.4 331.6	100.0	1.0 9.1	0.6
Total	130	100.0		ERVICE TO		100.0	331.0	100.0	9.1	4.4
			3	ERVICE IO	INE ARIS					
0-19 persons	353	95.7	1 045	62.4	24.3	63.4	226.7	63.8	18.1	8.4
20-99 persons	15	4.1	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.
100 or more	4	0.0								
persons	1	0.3	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.
Total	369	100.0	1 676	100.0	38.3	100.0	355.5	100.0	22.6	7.0
				TOTA	\L					
0-19 persons	1 283	91.7	4 069	30.5	91.7	26.3	451.9	35.3	22.6	5.9
20-99 persons	95	6.8	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.
100 or more										
persons	22	1.6	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.	n.p.
Total	1 399	100.0	13 359	100.0	348.2	100.0	1 281.3	100.0	34.3	3.8

	_	Employment a	t end June	Wages a	nd salaries	Tot	al income
	Businesses at end June(a)						
	no.	no.	%	\$m	%	\$m	%
		USIC AND THEAT			70	φιιι	70
New South Wales	412	2 754	45.3	79.6	38.3	257.2	43.3
Victoria	217	1 370	22.5	49.1	23.6	155.7	26.2
Queensland	124	712	11.7	25.8	12.4	61.8	10.4
South Australia	50	507	8.3	21.5	10.3	48.7	8.2
Western Australia	56	409	6.7	20.6	9.9	45.3	7.6
Tasmania	16	147	2.4	8.9	4.3	18.5	3.1
Northern Territory	7	44	0.7	1.0	0.5	2.4	0.4
Australian Capital Territory	21	138	2.3	1.6	0.8	4.7	0.4
Australia	881	6 082	100.0	208.1	100.0	594.3	100.0
Australia	001	PERFORMING A		200.1	100.0	394.3	100.0
New South Wales	40	1 608	28.7	32.5	31.9	100.2	30.2
Victoria	42	1 198	21.4	25.4	25.0	84.0	25.3
Queensland	33	1 104	19.7	21.2	20.8	46.6	14.1
South Australia	14	767	13.7	12.8	12.6	n.p.	n.p.
Western Australia	7	n.p.	n.p.	6.4	6.3	n.p.	n.p.
Tasmania	6	n.p.	n.p.	n.p.	n.p.	4.2	1.3
Northern Territory	1	n.p.	n.p.	n.p.	n.p.		n.p.
Australian Capital Territory	7	132	11.p. 2.4	2.3	2.3	n.p. 8.5	11.p. 2.6
Australia	150	5 601	100.0	101.8	100.0	331.6	100.0
Australia	150	SERVICES TO		101.0	100.0	331.0	100.0
New South Wales	183	824	49.2	21.7	56.7	183.0	51.5
Victoria	98	367	21.9	10.2	26.6	132.5	37.3
Queensland	44	196	11.7	2.7	7.0	9.9	2.8
South Australia	17	105	6.3	0.7	1.8	5.5	2.0 1.5
Western Australia	25	158	9.4	2.8	7.3	23.6	6.6
Tasmania	25	156	0.9			0.4	0.0
Northern Territory	4	15	0.9	n.p. —	n.p. —	0.4	0.1
•	6	11	0.7			0.6	0.2
Australian Capital Territory  Australia	369	1 676	100.0	n.p. 38.3	n.p. 100.0	355.5	100.0
Australia	309	TOTA		30.3	100.0	333.3	100.0
New South Wales	635	5 187	38.8	133.7	38.4	540.4	42.2
Victoria	357	2 935	22.0	84.8	24.4	372.2	29.0
Queensland	201	2 013	15.1	49.8	14.3	118.2	9.2
South Australia	80	1 379	10.3	35.0	10.1	n.p.	n.p.
Western Australia	88	n.p.	n.p.	29.8	8.6	n.p.	n.p.
Tasmania	27	n.p.	n.p.	9.8	2.8	23.2	1.8
Northern Territory	8	· ·	-				
Australian Capital Territory	33	n.p. 281	n.p. 2.1	n.p.	n.p.	n.p. 13.8	n.p. 1.1
Australian Capital Territory	1 399	13 359	100.0	n.p. 348.2	n.p. 100.0	1 281.3	100.0

<sup>(</sup>a) Multi-State businesses are counted in each State in which they operate. Hence the counts of businesses of States and Territories do not sum to the total for Australia.

# 7

# SELECTED PERFORMANCE RATIOS

	0–19 persons	20–99 persons	100 or more persons	Total
MUSIC AND THEATRE I	Persons   Persons   Persons   Persons   Persons			
Employment				
Labour costs per employee (\$'000)	29.0	17.3	68.4	39.0
Labour costs to total expenses (%)	31.8	37.3	41.3	37.7
Income from box office to total income (%)	42.5	41.6	46.5	44.6
Government funding to total income (%)	13.6	29.0	40.1	30.2
Operating profit margin (%)	**1.3	-4.8	**1.5	**0.7
PERFORMING ARTS	VENUES			
Employment				
Labour costs per employee (\$'000)	22.0	16.1	19.5	18.8
Labour costs to total expenses (%)	40.5	40.4	29.5	32.8
Income from box office to total income (%)	26.3	23.6	22.6	23.2
Government funding to total income (%)	31.8	23.2	27.2	26.8
Venue hire income to total income (%)	20.6	17.6	14.8	16.0
Operating profit margin (%)	18.7	14.5	0.6	4.4
SERVICES TO THI	E ARTS			
Employment				
Labour costs per employee (\$'000)	27.8	n.p.	n.p.	26.5
Labour costs to total expenses (%)	12.8	n.p.	n.p.	12.6
Income from providing services to the arts per total income (%)	93.2	n.p.	n.p.	66.2
Operating profit margin (%)	8.4	n.p.	n.p.	7.0

	Businesses at end June	Box office takings	Government funding	Other funding (sponsorship etc.)	Other income	Total income
	no.	\$m	\$m	\$m	\$m	\$m
		GOVERNME	NT SUBSIDISED			
Popular music	33	3.5	2.9	1.1	4.5	12.0
Symphony and choral	23	7.8	13.0	6.6	3.3	30.6
Dance	30	13.8	12.2	4.4	3.6	34.0
Drama	62	22.4	n.p.	4.5	n.p.	n.p.
Opera	10	29.0	21.0	5.9	10.4	66.3
Musical	8	0.2	0.5	_	0.5	1.2
Other	54	21.6	n.p.	1.1	n.p.	n.p.
Total	220	98.3	179.3	23.5	43.1	344.2
		C	THER			
Popular music	330	27.7	_	1.0	35.5	64.2
Symphony and choral	23	0.2	_	0.1	1.4	1.7
Dance	6	n.p.	_	_	n.p.	0.5
Drama	59	4.0	_	0.2	n.p.	n.p.
Opera	7	0.2	_	_	0.3	0.6
Musical	48	122.9	_	1.8	14.3	139.0
Other	184	n.p.	_	0.8	n.p.	n.p.
Total	658	166.6	_	4.0	79.5	250.1
		Т	OTAL			
Popular music	363	31.2	2.9	2.0	40.0	76.2
Symphony and choral	46	8.0	13.0	6.7	4.7	32.3
Dance	36	n.p.	12.2	4.4	n.p.	34.5
Drama	121	26.4	n.p.	4.7	n.p.	58.3
Opera	18	29.3	21.0	5.9	10.7	66.8
Musical	56	123.1	0.5	1.9	14.8	140.2
Other	238	n.p.	n.p.	1.9	n.p.	185.8
Total	881	264.9	179.3	27.4	122.6	594.3

	Wages and salaries	Contract payments	Rent, lease and hiring	Other expenditure	Total expenditure
	\$m	\$m	\$m	\$m	\$m
		GOVERNMENT SUB	SIDISED		
Popular music	2.3	2.1	1.4	5.7	11.5
Symphony and choral	15.0	2.1	2.3	10.1	29.4
Dance	13.6	1.1	1.9	18.3	34.9
Drama	n.p.	1.7	5.3	n.p.	n.p.
Opera	22.9	12.0	6.6	27.4	68.9
Musical	0.4	0.1	_	0.6	1.1
Other	n.p.	2.6	7.0	n.p.	n.p.
Total	146.5	21.6	24.6	165.7	358.4
		OTHER			
Popular music	11.7	5.2	9.5	29.9	56.3
Symphony and choral	0.7	0.1	0.1	0.6	1.4
Dance	0.2	_	0.1	0.2	0.5
Drama	n.p.	0.2	0.3	n.p.	n.p.
Opera	0.2	0.1	_	0.2	0.6
Musical	34.3	3.5	25.7	73.1	136.6
Other	n.p.	2.0	2.7	n.p.	n.p.
Total	61.6	11.1	38.5	122.1	233.4
		TOTAL			
Popular music	14.0	7.4	10.9	35.6	67.9
Symphony and choral	15.7	2.2	2.3	10.6	30.8
Dance	13.8	1.1	2.0	18.5	35.4
Drama	23.5	1.9	5.7	28.3	59.4
Opera	23.1	12.1	6.7	27.6	69.5
Musical	34.7	3.5	25.8	73.7	137.6
Other	83.4	4.5	9.8	93.6	191.2
Total	208.1	32.8	63.1	287.8	591.8

## MUSIC AND THEATRE PRODUCTION INDUSTRY, EMPLOYMENT BY MONTH 10

	Persons working during last pay period in month	Percentage difference from monthly average
Month	no.	%
1996		
July	6 023	-0.4
August	6 445	6.6
September	6 365	5.3
October	6 286	4.0
November	6 010	-0.6
December	5 496	-9.1
1997		
January	5 579	-7.7
February	6 010	-0.6
March	6 052	0.1
April	6 052	0.1
May	6 148	1.7
June	6 082	0.6
Monthly average	6 046	

## 11 MUSIC AND THEATRE PRODUCTION INDUSTRY, EMPLOYMENT BY TYPE OF ORGANISATION

			Full-time	Part-time			Total		
	Males	Females	Persons	Males	Females	Persons	Males	Females	Persons
	no.	no.	no.	no.	no.	no.	no.	no.	no.
Popular music	296	111	408	447	202	648	743	313	1 056
Symphony and choral	108	100	208	174	251	425	281	352	633
Dance	148	186	334	105	118	223	253	304	557
Drama	241	257	498	153	208	361	394	465	859
Opera	n.p.	n.p.	477	n.p.	n.p.	182	372	287	659
Musical	182	169	351	119	120	239	301	290	591
Other	n.p.	n.p.	789	n.p.	n.p.	938	859	868	1 727
Total	1 677	1 388	3 065	1 527	1 490	3 016	3 204	2 878	6 082

	Government subsidised businesses			Other businesses			Total businesses		
	Businesses			Businesses			Businesses	·	
	at end	Paid	Paid	at end	Paid	Paid	at end	Paid	Paid
	June	performances	attendances	June	performances	attendances	June	performances	attendances
	no.	no.	'000	no.	no.	'000	no.	no.	'000
				POPU	ILAR MUSIC				
Australia	21	920	133	279	29 372	2 803	300	30 292	2 936
Overseas	7	155	27	22	234	158	29	389	185
Total	21	1 074	160	279	29 607	2 960	300	30 681	3 120
				SYMPHON	IY AND CHORAL	L			
Australia	21	476	410	18	182	69	39	659	478
Overseas	3	48	31	_	_	_	3	48	31
Total	21	525	441	18	182	69	39	707	510
DANCE									
Australia	26	1 271	489	6	181	19	32	1 452	508
Overseas	6	39	36	_	_	_	6	39	36
Total	26	1 311	525	6	181	19	32	1 491	544
				I	DRAMA				
Australia	57	n.p.	n.p.	45	n.p.	n.p.	101	10 406	n.p.
Overseas	6	n.p.	n.p.	2	n.p.	n.p.	8	317	n.p.
Total	57	7 539	1 467	45	3 185	357	101	10 723	1 824
					OPERA				
Australia	9	468	n.p.	5	51	n.p.	14	519	519
Overseas	_	_	_	_	_	_	_	_	_
Total	9	468	n.p.	5	51	n.p.	14	519	519
				N	IUSICAL				
Australia	7	n.p.	n.p.	33	n.p.	n.p.	40	4 080	3 233
Overseas	1	n.p.	n.p.	4	n.p.	n.p.	5	80	55
Total	7	248	36	33	3 912	3 252	40	4 160	3 288
					OTHER				
Australia	40	4 257	n.p.	74	13 744	n.p.	114	18 001	n.p.
Overseas	10	171	n.p.	9	2 540	n.p.	19	2 711	n.p.
Total	40	4 428	n.p.	75	16 284	n.p.	115	20 712	2 990
			TOTAL	MUSIC AND	THEATRE PRO	DUCTION			
Australia	181	14 950	4 123	460	50 459	8 001	640	65 408	12 124
Overseas	33	643	308	37	2 943	363	70	3 586	670
Total	181	15 592	4 430	461	53 402	8 364	642	68 994	12 794

<sup>(</sup>a) It should be noted that not all paid performances (e.g. weddings and other private functions) have paid attendances. See Glossary for definitions.

### **13** THEATRE TICKET AGENCY OPERATORS, KEY AGGREGATES

	Value
Businesses at end June (no.)	19
Employment at end June	
Full-time (no.)	183
Part-time (no.)	167
Total (no.)	350
Income	
Commission (\$m)	41.7
Other (\$m)	3.0
Total (\$m)	44.8
Expenses	
Labour costs (\$m)	10.1
Other operating expenses (\$m)	29.7
Total (\$m)	39.8
Operating profit before tax (\$m)	4.9
Operating profit margin (%)	11.4
Industry gross product (\$m)	14.7

### **EXPLANATORY NOTES**

INTRODUCTION

1 This publication presents results in respect of 1996-97 from a survey of employing businesses mainly engaged in the performing arts industries.

**SCOPF** 

- 2 The performing arts industries comprise businesses and organisations (both public and private sector) classified to the following classes of the Australian and New Zealand Standard Industrial Classification (ANZSIC):
- 9241, Music and Theatre Productions, which consists of businesses and organisations mainly engaged in providing live theatrical or musical presentations (including concerts, opera, ballet or drama).
- 9252, Performing Arts Venues, which consists of businesses and organisations mainly engaged in operating performing arts venues such as concert halls, playhouses, music halls (except theatre restaurants), entertainment centres (except centres where the presentation of sporting events is the main activity).
- 9259, Services to the Arts n.e.c., which consists of businesses and organisations mainly engaged in providing services such as casting agency operation, costume design, set designing, theatre ticket agency operation and theatre lighting.
- In addition, the performing arts venues activities of local government authorities were included in the survey, even though local government authorities are defined to another class in ANZSIC.
- The survey did not include businesses and organisations classified to ANZSIC 9242 (Creative Arts). This industry mainly consists of individuals engaged in musical composition, literary arts and visual arts such as painting, drawing, sculpture and pottery.

STATISTICAL UNIT

- The statistical unit for the survey was the management unit. The management unit is the highest-level accounting unit within a business or organisation, having regard for industry homogeneity, for which accounts are maintained. In nearly all cases it coincides with the legal entity owning the business (i.e. company, partnership, trust, sole operator, etc.). In the case of large diversified businesses, however, there may be more than one management unit, each coinciding with a 'division' or 'line of business'. A division or line of business is recognised where separate and comprehensive accounts are compiled for it.
- For local government authorities, the unit was defined to be those activities associated with the operation of performing arts venues.

### RELIABILITY OF DATA

Reliability of estimates

7 The estimates presented in this publication are subject to sampling and non-sampling error.

Sampling errors

- Since the estimates in this publication include information obtained 8 from a sample drawn from units in the surveyed population, the estimates are subject to sampling variability, that is, they may differ from figures that would have been obtained if all units had been included in the survey. One measure of the likely difference is given by the standard error, which indicates the extent to which an estimate might have varied by chance because only a sample of units was included.
- There are about two chances in three that a sample estimate will differ by less than one standard error from the figure that would have been obtained if a census had been conducted, and approximately 19 chances in 20 that the difference will be less than two standard errors.
- 10 Sampling variability can be measured by the relative standard error (RSE), which is obtained by expressing the standard error as a percentage of the estimate to which it refers. The RSE is a useful measure in that it provides an immediate indication of the percentage errors likely to have occurred due to sampling, and this avoids the need to refer also to the size of the estimate.
- 11 The following table contains estimates of RSEs for a selection of the statistics presented in this publication.

### RELATIVE STANDARD ERRORS, KEY AGGREGATES

	Music and theatre production	Performing arts venues	Services to the arts	Total
	%	%	%	%
Businesses at end June	2	2	3	1
Performing arts spaces	5	3		2
Employment at end June				
Working proprietors and partners	3	_	5	3
Employees	2	1	3	1
Total	2	1	3	1
Income				
Government funding	1	1	2	1
Income from box office	8	1		6
Other income	2	1	6	3
Total	4	1	5	2
Expenses				
Labour costs	2	1	3	1
Contract payments to performers/artists	2	3	9	6
Other expenses	4	1	5	2
Total	3	1	5	2
Industry gross product	4	1	4	3

Sampling errors

**12** As an example of the above, an estimate of total income for the music and theatre production industry is \$594.3 million and the RSE is 4%, giving a standard error of \$23.8 million. Therefore, there would be two chances in three that, if all units had been included in the survey, a figure in the range of \$570.5 million to \$618.1 million would have been obtained, and 19 chances in 20 (i.e. a confidence interval of 95%) that the figure would have been within the range of \$546.8 million to \$641.8 million.

Non-sampling error

13 Errors other than those due to sampling may occur because of deficiencies in the register of units from which the sample was selected, non-response, and imperfections in reporting by respondents. Inaccuracies of this kind are referred to as non-sampling errors and they may occur in any collection, whether it be a census or a sample. Every effort has been made to reduce non-sampling error to a minimum by careful design and testing of questionnaires and efficient operating procedures and systems used to compile the statistics.

**IMPROVEMENTS TO COVERAGE** 

- 14 Data in this publication have been adjusted to allow for lags in processing new businesses to the Australian Bureau of Statistics (ABS) business register, and the omission of some businesses from the business register. The majority of businesses affected and to which the adjustments apply are small in size.
- **15** Adjustments have been made to include new businesses in the estimates in the periods in which they commenced operations, rather than when they were processed to the business register. Adjustments of this type will continue to be applied in future periods.
- **16** Further adjustments have been made for businesses which had been in existence for several years, but, for various reasons, were not previously added to the ABS register. The ABS is remedying these omissions.
- **17** For more information on these adjustments, please refer to the ABS publication Information Paper: Improvements to ABS Economic Statistics, 1997 (Cat. no. 1357.0).

REFERENCE PERIOD

**18** Data contained in the tables in this publication relate to all businesses and organisations within the survey scope (see paragraphs 2 and 3) which operated in Australia at any time during the year ended June 1997. Counts of businesses and organisations include only those that were operating at 30 June 1997.

**BUSINESSES CEASED** DURING THE YEAR

19 A very small number of organisations ceased operations during the 1996-97 reference period. As is normal ABS procedure, the contributions of these organisations were included in the survey output.

### **GLOSSARY**

Advertising This includes advertising payments to TV, print media and outdoor

expenses advertising as well as payments to advertising agencies.

Bad and doubtful debts This is the amount of accounts receivable that are either written off, or

estimated to be uncollectable during an accounting period, and that are

expensed in a period's profit calculations.

Box office income This includes single ticket sales, subscriptions, box office commissions

and booking fees.

**Contract fees paid to** production companies

These are payments to production companies for work done or sales

made on a contract or commission basis.

Contract payments to performers/artists

These are payments to performers or artists for work done on a contract

**Depreciation and** amortisation

These are the financial charges made to the accounts to reflect that part of the value of the asset which may be regarded as having been used up

in producing revenue in a particular accounting period.

Electricity, gas and water

charges

These charges relate to the consumption of electricity, gas and water

during the normal operations of the business.

**Employer contributions to** superannuation funds

This includes the employer productivity contribution and any provisions

for contributions.

**Employment at end June** This includes full-time and part-time employees, employees absent on

> paid or unpaid leave, managerial and executive employees, permanent, temporary and casual employees, consultants who are employees and working proprietors and partners. It excludes non-salaried directors, subcontractors, persons paid solely by commission without a retainer and

volunteers.

**Dance organisations** This includes ballet, classical, contemporary and modern dance, dance

theatre, ethnic and folk dance companies.

**Drama theatre** 

organisations

This includes professional and amateur theatre companies which present

live drama theatre to the general public.

Front of house staff These are staff of performing arts venues who are mainly engaged in

dealing with the general public, e.g. ticket sellers and ushers.

**Full-time employees** These are those employees working 35 hours or more per week.

**Funding from** 

non-government organisations

This is a source of income from non-government organisations such as

corporations, philanthropic trusts, 'friends' groups and includes

donations, bequests, and sponsorships.

**Government funding** This consists of project or program payments made by Commonwealth,

State and local government in the form of operational funds for ongoing

operations and capital funds to purchase equipment or property.

**Government subsidised** organisations These are organisations which have received some funding from

Commonwealth, State or local government.

Income from management fees

This item includes fees received for the management of various facets of a production including organising contracts, venues, rehearsals,

costuming, etc.

Income from providing services to the arts

This income is derived from the provision of arts related services to

other businesses during the normal course of business.

Income from sales of goods

This is income from the sales of goods, such as merchandise.

**Industry gross product** This is a measure of the value of unduplicated gross product of

> businesses. For market units it is generally defined as sales of goods and services plus government subsidies plus closing stocks minus opening stocks minus purchases and selected expenses. For 'non-market' units such as 'not for profit' organisations predominantly funded by government, it is generally defined as wages and salaries, employer contributions to superannuation funds, workers' compensation costs and

depreciation.

**Insurance premiums** These are expenses incurred by a business in respect of different types

of insurance policies but excluding workers' compensation and

compulsory third party motor vehicle insurance.

Interest expenses These include all forms of interest related to the cost of borrowing

money other than that capitalised as an acquisition cost.

Interest income This is income earned through the lending out of funds owned by the

entity.

**Labour costs** These include wages and salaries, provision expenses for employee

entitlements, employer contributions to superannuation funds and

workers' compensation costs.

Marketing and

These are the costs incurred in the long-range promotion of a business promotional expenses

and its goods or services.

**Musical organisations** These are organisations presenting live performances of music theatre

and musical comedy.

Other artistic support staff These are employees whose main activities consist in providing artistic

support to performers, e.g. stage directors or choreographers.

**Opera organisations** These are organisations presenting live performances of opera including

lyric opera and operetta.

**Operating profit before tax** 

This is a measure of profit before extraordinary items are brought to account and prior to the deduction of income tax and appropriations to owners, e.g. dividends paid.

**Operating profit margin** 

This is the percentage of sales of goods and services available as operating profit, i.e. operating profit before tax times 100 divided by sales of goods and services.

Other contract and sub-contract expenses

These are payments to businesses and self-employed persons (other than performing artists) for work done or sales made on contract or commission basis.

Other income

This comprises: income from contract performance fees; income from sales of goods; rent, leasing and hiring income; royalties income; other operating and non-operating income.

Other non-operating income This includes net profit (loss) on sale of fixed tangible assets, dividend income, and net profit (loss) on share trading and on foreign loans as a result of variations in foreign exchange rates/transactions. The item excludes extraordinary profit (loss), i.e. not associated with the normal operations of this practice and of a non-recurring basis.

Other performing arts organisations These are artists/organisations presenting live performances of comedy, puppet, mime etc. These also include businesses comprising actors, dancers, and television presenters. ABC Concerts are also included.

Other operating income

This includes all income, not elsewhere specified, which arises from the normal operations of the business.

Other operating expenses

This includes freight and cartage expenses; motor vehicle running expenses; postal, mailing and courier services; legal, audit and other accounting expenses; paper, printing and stationery expenses; fringe benefits tax and payroll tax; and other management and administrative services.

**Paid attendances** 

This is the number of people who paid an admission fee to see a performance of an artist/organisation.

**Paid performances** 

These are performances for which a performance fee is received by an artist/organisation. Where an artist/organisation provided support to another's performance, the performances and attendances are only recorded for the main performing artist/organisation, e.g. a performance by an orchestra in support of an opera company will only be recorded by the opera company.

**Part-time employees** 

These are those employees who work less than 35 hours per week.

**Popular music** performances

These are presentations, in front of a live audience, of music in the popular idiom, including rock, jazz, pop, folk, country, etc.

Purchases of goods and materials These are the costs of goods and materials used in the production of final output of a business.

Rent, leasing and hiring

expenses

These are the costs for the rent, leasing and hiring of vehicles, land, buildings, machinery, equipment and any other property to other businesses or individuals.

Rent, leasing and hiring income

This is revenue derived from the rent, leasing or hiring of assets such as land, buildings, vehicles or equipment to other businesses or individuals.

Repair and maintenance expenses These are costs associated with work undertaken on plant and machinery etc. to maintain normal business operations.

**Royalties expenses** 

These are payments made by one business for the use of rights owned by another company/person. They include Australasian Performing Right Association licence fees and payments under licensing arrangements.

**Royalties income** 

This is the income received from selling the use of rights to another business or individual. It includes income under licensing arrangements.

Symphony and choral performances

These are performances of oratorio, classical and contemporary classical music. Included are philharmonic and youth orchestras, vocal ensembles and instrumental groups.

**Technical/performing arts** support staff These are employees whose main activities are to provide technical support to performing artists, e.g. lighting technicians or set operators.

**Telecommunication** services

This includes charges on fixed and mobile phones, facsimiles and leased lines for computers.

**Ticket agencies** 

These are organisations whose main activity consists of selling tickets (e.g. theatre tickets, sporting tickets) to the general public.

Travelling, accommodation and entertainment expenses

Travelling and accommodation expenses are the costs of transport and providing accommodation to staff which are incurred when business activities occur away from the normal place of business. Entertainment expenses are the costs incurred by a business for the provision of entertainment activities.

**Wages and salaries** 

This item includes severance, termination and redundancy payments and provision expenses for employee entitlements. It excludes drawings of working proprietors and partners of unincorporated businesses.

Workers' compensation

Workers' compensation is a compulsory insurance cover to be taken out by all employers, except for self-insured workers, according to legislative schemes to cover employees suffering injury or disease in the course or arising out of employment.

### **SELF-HELP ACCESS TO STATISTICS**

PHONE Call 1900 986 400 for the latest statistics on CPI, Labour

Force, Earnings, National Accounts, Balance of Payments

and other topics. (Call cost is 75c per minute)

INTERNET http://www.abs.gov.au

LIBRARY A range of ABS publications is available from public and

tertiary libraries Australia wide. Contact your nearest library to determine whether it has the ABS statistics you require.

## WHY NOT SUBSCRIBE?

PHONE +61 1300 366 323

FAX +61 3 9615 7848

## CONTACTING THE ABS

ABS provides a range of services, including: a telephone inquiry service; information consultancy tailored to your needs; survey, sample and questionnaire design; survey evaluation and methodological reviews; and statistical training.

INQUIRIES		By phone	By fax	
	Canberra	02 6252 6627	02 6253 1404	
	Sydney	02 9268 4611	02 9268 4668	
	Melbourne	03 9615 7755	03 9615 7798	
	Brisbane	07 3222 6351	07 3222 6283	
	Perth	08 9360 5140	08 9360 5955	
	Adelaide	08 8237 7400	08 8237 7566	
	Hobart	03 6222 5800	03 6222 5995	
	Darwin	08 8943 2111	08 8981 1218	

POST Client Services, ABS, PO Box 10, Belconnen, ACT 2616

EMAIL client.services@abs.gov.au



RRP \$16.00