



# Culture Report 2012

## *Northern Territory*

March 2012

Prepared by the National Centre for Culture and Recreation Statistics,  
Australian Bureau of Statistics, for the Statistics Working Group.

---

---

# Contents

---

---

Introduction .....	iii
Summary .....	iv
1. Cultural attendance and participation .....	1
2. Employment, work and volunteers in culture .....	7
3. Children, young people and the arts .....	14
4. Indigenous participation in the arts .....	20
5. People born overseas and the arts .....	26
6. Household expenditure on culture .....	28
7. Economic activity .....	30
8. Museums and art galleries.....	37
9. Libraries .....	39
10. Cultural funding by government and business .....	41
11. The performing arts .....	46
12. Cinema, film and video .....	48
13. Sources of data about culture .....	49
APPENDIX 1: Detailed occupation and industry employment tables .....	52

---

---

# Introduction

---

---

This report prepared by the National Centre for Culture and Recreation Statistics of the Australian Bureau of Statistics (ABS) provides the Northern Territory Department of Natural Resources, Environment and the Arts with a summary of data for the cultural sector in the Northern Territory (NT).

Information is obtained from various annual and periodic ABS national reports, some of which are produced with the assistance of the Statistics Working Group, as well as the Australia Council.

In some cases, the information has been augmented with Northern Territory-specific data not published in the national reports, and with information from other sources where relevant.

Material is updated as new reports are published and new data become available. It is hoped that the information is a useful starting point for researchers and others interested in this profile of the arts in the Northern Territory.

## NOTE

In the report, the Northern Territory is often compared with the whole of Australia (e.g. tables may show a column 'Percentage in NT').

To put this in context:

According to the 2006 Census, the population of the Northern Territory was 192,898 while the population of Australia was 19,855,288. Therefore, 1% of Australia's population lived in NT.

The material in this report has been prepared for the Northern Territory Department of Natural Resources, Environment and the Arts by the National Centre for Culture and Recreation Statistics of the Australian Bureau of Statistics.

---

---

# Summary

---

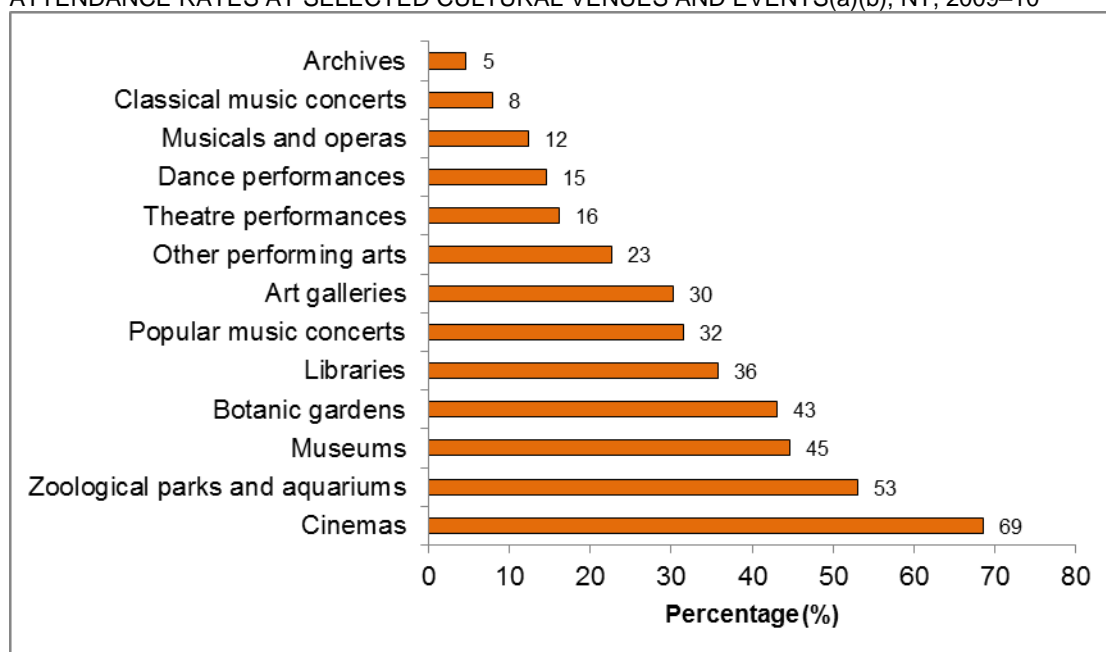
---

## Attendance and participation

*In the Northern Territory 91% of people attended cultural venues and events in the 12-months prior to interview in 2009–10.*

- 116,700 people living in the Northern Territory attended a selected cultural venue or event at least once during the 12-months prior to interview in 2009–10, representing 91% of the population aged 15 years and over.

ATTENDANCE RATES AT SELECTED CULTURAL VENUES AND EVENTS(a)(b), NT, 2009–10



(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

Source: ABS, *Attendance at Selected Cultural Venues and Events, Australia, 2009–10* (cat. no. 4114.0).

- 98% of young people (15–24 years) in the NT attended a cultural venue or event in the 12-months prior to interview in 2009–10.
- In the 12-months prior to April 2009, almost three-quarters (73%) of NT children aged 5–14 years attended a Public library, Museum or gallery or a Performing arts event at least once outside of school hours.
- Of the people in the NT who participated in cultural activities as a hobby only in the 12-months prior to April 2007: 13,900 participated in Art and craft, 2,700 in Writing and 3,200 in Music.
- Over one third (35%) of children in the NT, or 8,500 children, were involved in cultural activities outside of school hours, including Playing musical instruments, Singing, Dancing and Drama in the 12-months to April 2009.

- 4,100 adults (aged 18 years and over) in the NT undertook volunteer work in an Arts or Heritage organisation in the 12 months prior to interview in 2010, equating to 8% of the volunteer population (3% of the total adult population).

## Employment and work

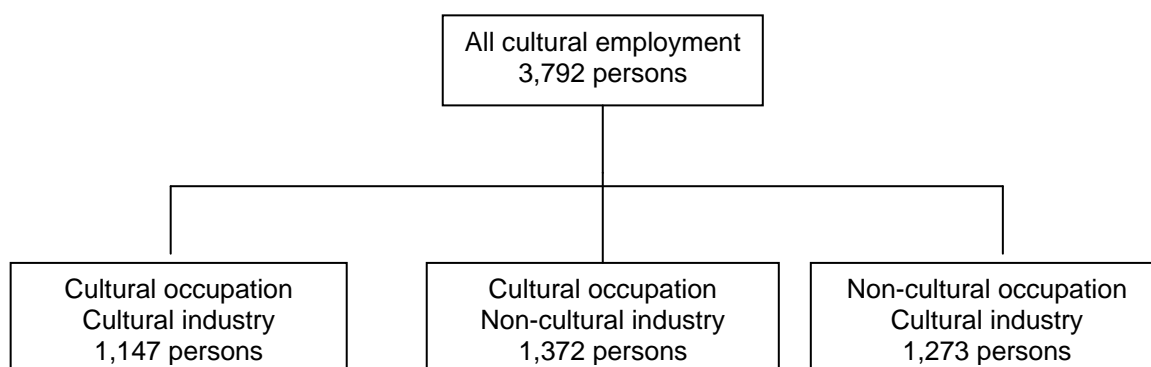
*In the Northern Territory 31,800 people were involved in a culture or leisure activity in 2007.*

- 28% of all people aged 15 years and over living in the Northern Territory undertook some paid or unpaid work in culture and leisure activities in the 12-months prior to interview in April 2007, totalling 31,800 people. Of these, 41% received payment for their work.

*In the Northern Territory 2,515 people had a cultural occupation as their main job in the week prior to the 2006 Census.*

- 3,792 people in the Northern Territory were employed in either a cultural occupation or industry in their main job.
- 1,147 people in the Northern Territory were employed in a cultural occupation in the cultural industry.
- 1,372 people in the Northern Territory were employed in a cultural occupation in a non-cultural industry.
- 1,273 people in the Northern Territory were employed in a non-cultural occupation in the cultural industry.

### Cultural employment (main job) – the Northern Territory 2006



## Indigenous arts and culture

*Two-fifths (40%) of Indigenous people living in the Northern Territory participated in at least one Indigenous creative arts activity in 2008.*

- 493 Indigenous people in the Northern Territory were employed in a cultural occupation as their main job in 2006, representing 4% of all employed Indigenous people in the Northern Territory.
- 2,900 Indigenous people in the Northern Territory visited a cultural heritage institution (Museum, library or art gallery) at least once in the three months prior to being interviewed in 2008, while 3,700 attended Movies, theatres or concerts.
- 16,700 Indigenous people in the Northern Territory aged 15 years and over participated in at least one Indigenous creative arts activity (including Art and craft; Music, dance or theatre; and Writing or telling stories) in the 12-months prior to interview in 2008. This equated to 40% of the Northern Territory Indigenous population.

## Cultural spending

*In the Northern Territory household expenditure on cultural goods and services was \$148m in 2009–10, averaging \$43.50 a week.*

Of that expenditure Northern Territory households spent most on:

- |  |                         |
|--|-------------------------|
| • Televisions and home entertainment systems | \$25m (\$7.36 per week) |
| • Books                                      | \$25m (\$7.27 per week) |
| • Pay TV fees                                | \$22m (\$6.58 per week) |

## Cultural industries

*Northern Territory museums and art galleries generated income of \$9.6m in 2007–08.*

- 436 actively trading businesses in the Northern Territory were in a cultural industry at the start of the 2008–09 financial year. The largest numbers of businesses were in the Creative artists, musicians, writers and performers industry.
- In the Northern Territory, the income for Performing arts operations was \$3.0m in 2006–07.

## **Performing arts**

- Almost one-third (32%) of persons in the Northern Territory had attended a Popular music concert in 2009–10.
- 16% of persons in the Northern Territory had attended a Theatre performance and 12% had been to a Musical or opera in 2009–10.
- Northern Territory performing arts organisations staged 250 paid performances which generated 55,700 paid admissions in 2006–07.
- There were 12 Performing arts operation businesses which generated \$3.0m in income in 2006–07.

---

---

# 1. Cultural attendance and participation

---

---

This chapter provides information about Australians' cultural pursuits, such as attendance at cultural venues and events, and time spent on particular leisure activities. Culture and leisure activities range from going to the theatre or a popular concert, to reading a book, or even watching TV.

## ATTENDANCE RATES AT SELECTED CULTURAL VENUES AND EVENTS

The 2009–10 ABS (2010a) Survey of Attendance at Selected Cultural Venues and Events collected data on attendance at 13 selected cultural venues and events (with Archives being included for the first time). Most people (91% or 116,700) aged 15 years and over in the Northern Territory attended at least one of the cultural venues or events in the 12-month period, compared with 86% nationally.

If Zoological parks and aquariums and Botanic gardens are excluded from these figures, then 91% of persons aged 15 years and over in the Northern Territory (over 319,400 people) attended at least one of the cultural venues or events in the 12-month period, compared with 85% nationally.

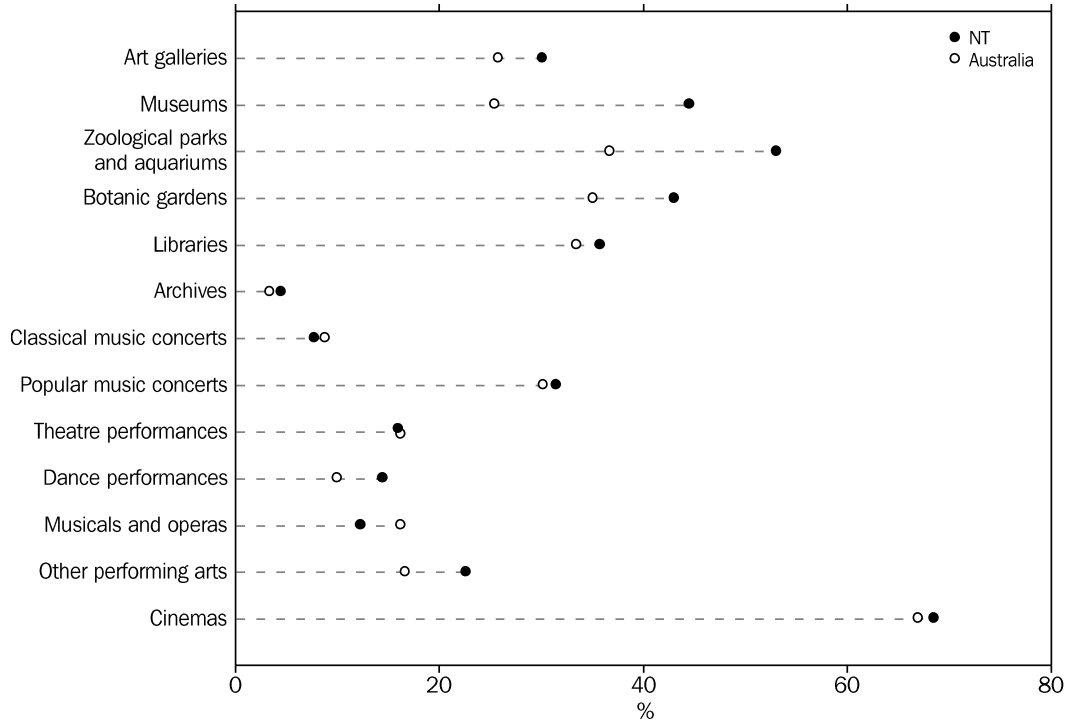
In 2009–10, of the people aged 15 years and over in the NT:

- 69% attended Cinemas compared with 67% of Australians;
- 53% attended Zoological parks and aquariums compared with 37% of Australians;
- 36% attended Libraries compared with 34% of Australians;
- 5% attended Archives compared with 4% of Australians;
- 43% attended Botanic gardens compared with 35% of Australians;
- 32% attended Popular music concerts compared with 30% of Australians;
- 30% attended Art galleries compared with 26% of Australians;
- 45% attended Museums compared with 26% of Australians;
- 15% attended Dance performances compared with 10% of Australians;
- 12% attended Musicals and operas compared with 16% of Australians;
- 8% attended Classical musical concerts compared with 9% of Australians; and
- 23% attended Other performing arts events compared with 17% of Australians.

Attendance rates in the NT were similar to the national average at Theatre performances (16%).



1.1 ATTENDANCE RATES AT SELECTED CULTURAL VENUES AND EVENTS(a)(b), NT and Australia, 2009–10



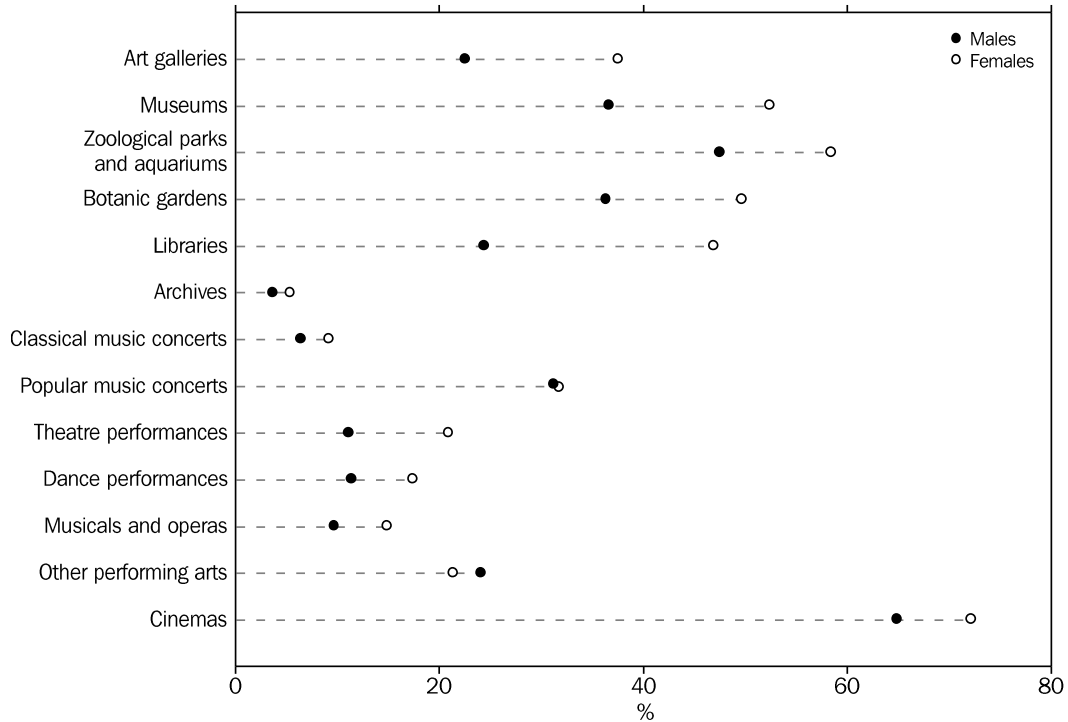
(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

Source: *Attendance at Selected Cultural Venues and Events, Australia, 2009–10* (cat. no. 4114.0).

Overall, a higher proportion of females than males attended cultural venues and events in the NT. The exception to this was Other performing arts events where 24% of males and 21% of females attended. The largest difference between male and female attendance was at Libraries with 47% of females attending compared with 25% of males.

1.2 ATTENDANCE RATES AT SELECTED CULTURAL VENUES AND EVENTS(a)(b), NT, By sex, 2009–10



(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

Source: *Attendance at Selected Cultural Venues and Events, Australia — State Tables for Northern Territory* (cat. no. 4114.0).

A higher proportion of persons in the 15–34 year age group in the NT (97%) attended a cultural venue and events in 2009–10, compared with the other age groups surveyed.

### 1.2 ATTENDANCE RATES AT SELECTED CULTURAL VENUES AND EVENTS(a), NT, By age, 2009–10

	15–34 years	35–54 years	55 years and over	Total
	%	%	%	%
Art galleries	27.0	34.0	29.0	30.2
Museums	40.7	49.3	43.4	44.6
Zoological parks and aquariums	60.7	54.8	36.0	53.1
Botanic gardens	38.7	42.6	51.9	43.1
Libraries	35.4	34.4	39.3	35.8
Archives	**4.9	*2.9	*7.2	*4.6
Classical music concerts	**3.6	8.7	14.5	7.9
Popular music concerts	44.8	25.3	18.7	31.5
Theatre performances	12.8	20.8	13.8	16.1
Dance performances	15.2	14.9	12.6	14.5
Musicals and operas	*10.4	13.0	*15.2	12.4
Other performing arts	24.6	20.6	23.2	22.7
Cinemas	80.7	66.0	51.2	68.6
At least one venue or event	96.9	90.1	83.6	91.4

\* estimate has a relative standard error of 25% to 50% and should be used with caution

\*\* estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) In the 12-months before interview.

Source: Attendance at Selected Cultural Venues and Events, Australia — State Tables for Northern Territory (cat. no. 4114.0).

## FREQUENCY OF ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS

As the frequency of attendance at Libraries and Cinemas is higher than the other cultural venues and events, these data are presented in a separate table.

In the previous 12-months, 43% of those who went to Cinemas went more than six times, and 63% of those who went to Libraries, attended more than six times.

### 1.3 FREQUENCY OF ATTENDANCE AT CINEMAS AND LIBRARIES(a)(b), NT, 2009–10

	1–5 times	6–15 times	16 times or more	Total who attended
	Number ('000)			
Cinemas	50.2	27.6	9.8	87.6
Libraries	17.0	14.9	13.8	45.7
	Attendance rate (%)			
Cinema	57.4	31.5	11.2	100.0
Libraries	37.2	32.6	30.2	100.0

(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, 2009–10.

Most participants who attended cultural venues and events in the NT attended more than once in the 12-month period, except for Theatre performances, Musicals and operas, and Dance performances where most people attended only once in the 12-month period.

#### 1.4 FREQUENCY OF ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)(b), NT, 2009–10

	Once	2–4 times	5 times or more	Total who attended
Number ('000)				
Art galleries	9.8	18.6	10.1	38.5
Museums	21.2	29.4	6.4	57.0
Zoological parks and aquariums	27.6	30.9	9.3	67.8
Botanic gardens	19.6	24.6	10.8	55.0
Archives	*2.9	**0.5	*2.5	*5.9
Classical music concerts	*3.8	5.8	**0.6	10.1
Popular music concerts	17.1	16.6	6.6	40.3
Theatre performances	10.5	8.7	*1.4	20.6
Dance performances	10.1	5.0	*3.4	18.5
Musicals and operas	10.9	np	np	15.9
Other performing arts	19.5	6.0	*3.5	29.1
Attendance rate (%)				
Art galleries	25.4	48.3	26.3	100.0
Museums	37.1	51.6	11.3	100.0
Zoological parks and aquariums	40.7	45.7	13.7	100.0
Botanic gardens	35.7	44.8	19.6	100.0
Archives	*49.1	**8.8	*42.1	100.0
Classical music concerts	37.3	57.2	**5.5	100.0
Popular music concerts	42.5	41.2	16.3	100.0
Theatre performances	50.8	42.3	*6.9	100.0
Dance performances	54.6	27.1	*18.3	100.0
Musicals and operas	68.3	np	np	100.0
Other performing arts	67.2	20.7	*12.1	100.0

np not available for publication

\* estimate has a relative standard error of 25% to 50% and should be used with caution

\*\* estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, 2009–10.

## READING FOR PLEASURE

Research conducted by Starcom (2008) for Australia Council for the Arts, *Books Alive 2008 - reader research*, looked at the reading habits of 1,200 Australians aged 16–65, who had read a book for pleasure in the last three years. The study found that almost 7 out of 10 people reported reading books regularly. Of those who read regularly for pleasure, most read magazines (66%), newspapers (61%) or fiction books (58%), while less than half read non-fiction books (41%).

Reading for enjoyment was the main motivation for people, with 83% of readers reporting this as a reason for the activity. General interest was also a popular reason (68%), followed by relaxation and reducing stress (67%) and to improve knowledge (59%).

The main barriers preventing most readers from reading included lack of time (47%) and the cost of new books (40%), however 24% of those surveyed reported that there were no significant barriers to reading.

Technology has changed the way some people read books. The Books Alive program has been rebranded as Get Reading! Data from the *2010 Get Reading! Campaign Effectiveness Research* (AMR Interactive, 2010) showed that 13% of people who have read a book for pleasure in the last three years currently download electronic books (e-books) from the Internet. These e-books are read on devices such as phones/PDA/laptop (10%) and e-book readers (6%). When asked about their future intentions for adopting reading technologies, 21% said they would consider downloading an e-book, 22% said they would consider using an e-book reader and 16% said they would consider reading an e-book on their phone/PDA/laptop.

More information on the *Books Alive/Get Reading!* research is available at: <http://www.australiacouncil.gov.au/research/literature>. However, there is no state level data provided.

ABS data collected on children's reading is available in Chapter 3 of this report, 'Children, Young People and the Arts'.

## USE OF FREE TIME

How people spend their time was the subject of an ABS (2008a) survey conducted in 2006. People aged 15 years and over were asked to record what they did during a two-day period. Information was recorded on necessary activities such as eating and sleeping, and the usual activities such as paid work, study, housework and unpaid community work.

The time left in the day after these activities have been accounted for is considered free time, and it is under the broad heading of free time that most culture and recreation activities appear.

Many free time activities can be undertaken simultaneously with another activity (e.g. watching TV while eating a meal, or listening to the radio while doing housework). The information presented below shows the time spent by participants on each activity, regardless of whether it was the main activity being undertaken at the time or whether it was a secondary activity being undertaken simultaneously.

It is perhaps not too surprising that watching TV was found to be the activity which took up most people's leisure time. On a daily basis 87% of Australians watched TV for an average of just less than 3 hours (179 minutes), down slightly from the 1997 figure of 182 minutes. This means that in 2006, Australians aged 15 years and over spent a total of 42m person hours watching TV each day.

Other activities on which Australians spent a large amount of time included listening to the radio and reading.

The Time Use Survey found that visiting entertainment and cultural venues attracted about 4% of the population who spent on average about two hours when they attended. The total time spent by all Australians on visiting entertainment and cultural venues (1.3m person hours per day) was similar to the time spent on religious activities and listening to records, tapes, CDs and other audio media (1.3m person hours per day and 1.1m person hours per day respectively).

#### 1.5 AVERAGE TIME SPENT ON SELECTED CULTURE AND LEISURE ACTIVITIES(a)(b), 2006

	Participants average	Participation rate	Total time spent by all Australians	Average % of day spent on activity by all Australians
	minutes per day	%	million person hours per day	%
Visiting entertainment and cultural venues	114	4.3	1.3	0.3
Attendance at sports event	127	1.6	0.5	0.1
Religious activities/ritual ceremonies	91	5.3	1.3	0.3
Sport and outdoor activity	88	25.6	6.2	1.5
Games/hobbies/arts/crafts	100	17.7	4.9	1.2
Reading	76	43.7	8.9	2.3
TV watching/listening	179	87.4	42	10.8
Video/DVD watching	109	8.3	2.4	0.6
Listening to radio	123	47.9	15.9	4.1
Listening to records/tapes/CDs and other audio media	71	5.6	1.1	0.3
Attendance at courses (excluding school and university)	113	0.6	0.2	-
Audio/visual media nec(c)	83	22.7	5.8	1.3

- nil or rounded to zero (including null cells)

(a) Includes only those that have taken part in the activity.

(b) Includes cultural activities that were undertaken as a secondary activity.

(c) Computer and internet use, other than for games.

Source: ABS data available on request, How Australians Use Their Time 2006.

## CULTURAL TOURISM

The report *Cultural Tourism in Regions of Australia* prepared by Tourism Research Australia (2005) for the former Cultural Ministers Council Statistics Working Group provides information on both domestic and international cultural visitors. The report is available from the following website at

[http://www.culturaldata.gov.au/sites/www.culturaldata.gov.au/files/Cultural\\_tourism\\_in\\_regions\\_of\\_Australia.pdf](http://www.culturaldata.gov.au/sites/www.culturaldata.gov.au/files/Cultural_tourism_in_regions_of_Australia.pdf)

More recent information is available in *Cultural and Heritage Tourism in Australia, 2009*, (Tourism Research Australia, 2009) which is available on the website at

[http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Cultural\\_09\\_FINAL.pdf](http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Cultural_09_FINAL.pdf)

---

---

## 2. Employment, work and volunteers in culture

---

---

There are challenges in measuring how many people are employed in culture. Some people have only short-term jobs, while others have a cultural job that is not their main job. Nevertheless, there are several data sources that provide an indication of the number of people working in culture. The two main sources are the 2006 Census of Population and Housing and the 2007 Survey of Work in Selected Culture and Leisure Activities. Data are also presented from the Service Industry Surveys.

### PERSONS EMPLOYED IN CULTURAL OCCUPATIONS & INDUSTRIES

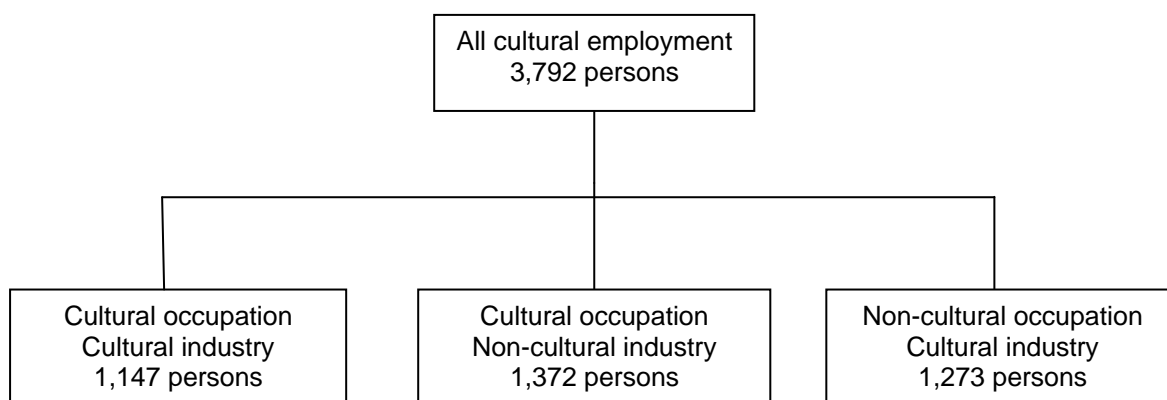
Cultural employment can be defined using either occupation data, that is, the type of work people do; or industry data, that is, the main activity of the business for whom people work.

Consequently, data by industry will include people who have a non-cultural occupation within a cultural industry (such as clerks, receptionists and sales assistants) and will exclude people who have cultural occupations but do not work in cultural industries (such as a librarian working in an educational institution).

According to the Census of Population and Housing, in 2006 there were 3,792 persons in the Northern Territory who were employed in either a cultural occupation or a cultural industry.

However, the Census data provide an incomplete picture of the number of people who do cultural work because the Census records the person's **main** occupation. A person's main occupation refers to the job in which the person usually works the most hours. Some people in cultural jobs, such as musicians, may have the cultural job as their second job. The Census data also exclude people who did unpaid work in cultural jobs (e.g. volunteers working for the National Trust), as well as those who were 'between jobs', as some types of cultural work (e.g. acting) are periodic in nature.

#### Cultural Employment (Main Job) – Northern Territory 2006



## Persons employed in cultural occupations

The 2006 Census showed that 2,515 people in the NT had a cultural occupation as their main job in the week before the 2006 Census. This was 3% of all employed persons in the NT.

Table 2.1 displays data at a broad occupation level. Appendix 1 shows detailed occupation data and reveals that the most popular cultural occupations (main job in the week before the 2006 Census) included park rangers (224 people), visual arts and craft professionals nec (128) and ministers of religion (125 people).

2.1 PERSONS EMPLOYED IN SELECTED CULTURAL OCCUPATION GROUPS(a)(b), NT and Australia, 2006

Occupation	NT no.	Australia no.	Percentage in NT(c) %
<b>Heritage collections</b>			
Built, collectable and environmental heritage workers	416	9 766	4.3
Library and archive workers	304	25 739	1.2
Other heritage workers	–	69	–
<i>Total heritage workers</i>	<i>719</i>	<i>35 572</i>	<i>2.0</i>
<b>Arts</b>			
Writers and print media workers	163	23 767	0.7
Performing artists and music composers	152	15 409	1.0
Performing arts support workers (other than equipment operators)	125	14 746	0.8
Visual arts and crafts professionals	266	14 152	1.9
Architects and urban planners	171	32 037	0.5
Design workers	210	59 335	0.4
Broadcasting, film and recorded media equipment operators	71	8 126	0.9
Printing workers	136	31 073	0.4
Other arts support workers	132	21 119	0.6
Other arts workers	53	4 271	1.2
<i>Total arts workers</i>	<i>1 467</i>	<i>224 040</i>	<i>0.7</i>
Other cultural workers	332	25 181	1.3
<b>Total employed in cultural occupations</b>	<b>2 515</b>	<b>284 789</b>	<b>0.9</b>

– nil or rounded to zero (including null cells)

(a) As the main job in the week before the Census.

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

(c) According to the 2006 Census of Population and Housing, 1.0% of Australia's population lived in the Northern Territory in August 2006.

Source: ABS data available on request, Census of Population and Housing, 2006.

## Persons employed in cultural industries

The 2006 Census showed that in the NT, 2,420 people had their main occupation in a cultural industry and 53% (1,273) of these did not have a cultural occupation. The cultural industries that employed the greatest number of people were the nature reserves and conservation parks operation (319) and the newspaper publishing industry (215).

### 2.2 PERSONS EMPLOYED IN SELECTED CULTURAL INDUSTRIES(a)(b), NT, 2006

Industry	Cultural occupations no.	Other occupations(c) no.	Total no.
<b>Heritage</b>			
Libraries and archives	56	21	77
Museum operation	52	60	112
Zoological and botanic gardens operation	12	23	35
Nature reserves and conservation parks operation	127	192	319
<i>Total heritage industries</i>	<i>247</i>	<i>296</i>	<i>543</i>
<b>Arts</b>			
Printing	81	69	150
Newspaper publishing	106	109	215
Magazine and other periodical publishing	6	5	11
Internet publishing and broadcasting	–	–	–
Book publishing	3	15	18
Music publishing	–	–	–
Reproduction of recorded media	4	–	4
Music and other sound recording activities	–	–	–
Book and magazine wholesaling	–	4	4
Entertainment media retailing	–	36	36
Newspaper and book retailing	6	152	158
Architectural services	100	60	160
Advertising services	16	64	80
Other specialised design services	59	31	90
Motion picture and video production	25	3	28
Post-production services and other motion picture and video activities	–	–	–
Motion picture and video distribution	–	–	–
Motion picture exhibition	20	57	77
Radio broadcasting	48	39	87
Free-to-air television broadcasting	134	78	212
Cable and other subscription broadcasting	3	13	16
Performing arts operation	16	12	28
Creative artists, musicians, writers and performers	91	22	113
Performing arts venue operation	–	22	22
Video and other electronic media rental	4	75	79
Professional photographic services	27	7	34
Arts education	51	22	73
<i>Total arts industries</i>	<i>800</i>	<i>895</i>	<i>1 695</i>
<b>Other culture</b>			
Religious services	91	74	165
Funeral, crematorium and cemetery services	9	8	17
<i>Total other culture industries</i>	<i>100</i>	<i>82</i>	<i>182</i>
<b>Total cultural industries</b>	<b>1 147</b>	<b>1 273</b>	<b>2 420</b>

– nil or rounded to zero (including null cells)

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

(b) As the main job in the week before the Census.

(c) Includes respondents who did not state their occupation group.

Source: ABS data available on request, Census of Population and Housing, 2006.



The 2006 Census revealed that the cultural services industry accounted for approximately 3% of employment in the NT.

### Persons employed in cultural occupations and industries by regions of NT

The majority of cultural occupations and industries operated within the Darwin City statistical region. However, outside of Darwin, the Palmerston-East Arm statistical region employed the most people working within cultural industries (230) and people with cultural occupations (190).

#### 2.3 PERSONS EMPLOYED IN CULTURAL OCCUPATIONS AND INDUSTRIES(a)(b), NT, By Statistical Division, 2006

Statistical Division	Total cultural occupations no.	Total cultural industries no.	Total employed in all industries and occupations no.
Darwin			
Darwin City	1 065	1 176	35 107
Palmerston-East Arm	190	230	11 150
Litchfield Shire	174	202	7 980
<i>Darwin total</i>	<i>1 428</i>	<i>1 614</i>	<i>54 234</i>
Balance of NT			
<i>Balance of NT total</i>	<i>1 074</i>	<i>800</i>	<i>32 279</i>
<b>Total(c)</b>	<b>2 515</b>	<b>2 416</b>	<b>87 179</b>

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

(b) As the main job in the week before the Census.

(c) Includes NT Off-Shore Areas, Migratory and No Usual Address.

Source: ABS data available on request, Census of Population and Housing, 2006.

For further detail about Statistical Divisions, see ABS (2006a) publication *Statistical Geography Volume 1 - Australian Standard Geographical Classification (ASGC)* (cat. no. 1216.0).

## PERSONS EMPLOYED IN SELECTED CULTURAL INDUSTRIES (SERVICE INDUSTRIES SURVEYS)

Information on employment in cultural industries is also available from the ABS Service Industries Surveys. These surveys count people who worked in an industry, regardless of whether it was their main job or not. Most of these surveys included only employing businesses (unlike data for the Australian National Accounts) and therefore do not reflect the activities of the whole industry. However, even though there are numerous businesses in Australia without employees, their overall contribution to economic activity is relatively small.

The surveys showed that at the end of June 2004, 150 people were employed in Local government libraries and at the end of June 2008, 109 were employed in the Museums industry.

### 2.4 PERSONS EMPLOYED IN SELECTED CULTURAL INDUSTRIES, NT and Australia

Industry	At end of June	NT	Australia	Percentage in
		no.	no.	NT(a) %
Museums	2008	109	7 856	1.4
Film and video production	2007	np	10 873	np
Film and video post-production	2007	np	2 971	np
Television services(b)	2007	np	6 980	np
Local government libraries	2004	150	10 606	1.4
Performing arts operation	2007	46	6 569	0.7
Performing arts venues	2007	np	5 876	np

np not available for publication

(a) According to the 2006 Census of Population and Housing, 1.0% of Australia's population lived in the Northern Territory in August 2006.

(b) Commercial free-to-air broadcasters (excludes pay TV).

Source: *Museums, Australia, 2007-08* (cat. no. 8560.0); *Television, Film and Video Production and Post-Production Services, Australia, 2006-07* (cat. no. 8679.0); *Performing Arts, Australia, 2006-07* (cat. no. 8697.0); *Public Libraries, Australia, 2003-04* (cat. no. 8561.0).

## WORK IN CULTURE ACTIVITIES (PAID AND UNPAID)

The 2007 Survey of Work in Selected Culture and Leisure Activities (ABS 2007a) collected information on people who had a work involvement in culture and leisure activities in the 12-months before the interview. The survey included those people whose involvement was in a main or second job, was spasmodic in nature, or whose work was unpaid (e.g. working in a band).

In the NT, 28% of the population aged 15 years and over (or 31,800 persons) had involvement in selected culture and leisure activities in the 12-months ending April 2007. The majority of these people (59%) received no payment for their involvement in the cultural activity.

### 2.5 PERSONS INVOLVED IN SELECTED CULTURE AND LEISURE ACTIVITIES(a)(b), By payment status, NT and Australia, 2007

	NT		Australia	
	Number '000	Percentage of total population %	Number '000	Percentage of total population %
Some paid involvement(c)	12.9	11.3	1 062.1	6.5
Unpaid involvement only	18.9	16.6	2 428.6	14.9
<b>Total persons involved(d)</b>	<b>31.8</b>	<b>27.9</b>	<b>3 531.0</b>	<b>21.7</b>

(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

(c) Includes persons who only received goods or services as payment.

(d) Includes people whose payment status was not known.

Source: ABS data available on request, Work in Selected Culture and Leisure Activities, Australia, April 2007.

## CULTURAL HOBBIES

The ABS (2007) Survey of Work in Selected Culture and Leisure Activities also collected data on people who had a hobby in art or craft, writing or music. The survey defined a hobby as an activity for the participants' own use, or for the benefit of their family. It is important to note that some of those who are recorded as having a work involvement may also have had an involvement as a hobby.

In the NT, 13,900 people were involved in Art and craft as a hobby activity, compared with 2,700 in Writing and 3,200 in Music.

### 2.6 PERSONS WITH A WORK AND HOBBY INVOLVEMENT IN SELECTED CULTURE ACTIVITIES(a)(b), NT, 2007

		Work(c)		Hobby activity only		Persons	
		Number	Percentage	Number	Percentage	Number	Percentage
		'000	%	'000	%	'000	%
Art and craft	NT	20.7	59.8	13.9	40.2	34.6	100.0
	Australia	2 008.5	48.4	2 140.1	51.6	4 148.6	100.0
Writing	NT	10.4	79.4	*2.7	*20.6	13.1	100.0
	Australia	606.5	63.0	356.9	37.0	963.4	100.0
Music	NT	2.1	39.6	*3.2	*60.4	5.3	100.0
	Australia	335.1	55.8	265.0	44.2	600.1	100.0

\* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Persons aged 15 years and over.

(b) In the 12-months before interview.

(c) Work includes persons who only undertook paid or unpaid involvements and those who undertook work as well as a hobby activity.

Source: ABS data available on request, Work in Selected Culture and Leisure Activities, April 2007.

## CULTURAL VOLUNTEERS

The ABS conducted the 2010 Voluntary Work Survey to measure the extent of voluntary work in Australia, and the types of organisations that volunteers assisted. This survey defined a volunteer as someone who willingly gave unpaid help in the form of time, services or skills, through an organisation or group (ABS 2011a).

The survey found that 53,300 people aged 18 years and over (42%) in the NT undertook volunteer work in the 12-months prior to interview, with 4,100 people volunteering within an Arts or Heritage organisation. This was 8% of the volunteer population (3% of the total adult population) in the NT, compared with 7% of the volunteer population (2% of the total adult population) nationally. The NT figures must be treated with caution due to the relatively small sample size of the survey.

### 3. Children, young people and the arts

Children (aged 5–14 years) and young people (aged 15–24 years) have different participation rates in selected cultural activities compared with persons aged 25 years and over.

#### CHILDREN'S PARTICIPATION IN SELECTED CULTURAL ACTIVITIES

In April 2009, the ABS (2009a) Survey of Children's Participation in Cultural and Leisure Activities collected information about children's participation in their free time in four organised cultural activities, other selected leisure activities (including art and craft) and their attendance at cultural venues.

In the 12-months to April 2009, 35% (8,500) of children aged 5–14 years in the Northern Territory were involved in at least one of four selected organised cultural activities (Playing a musical instrument, Singing, Dancing or Drama) outside of school hours.

Playing a musical instrument was the most popular of the selected cultural activities, with 24% of children in the NT involved. By comparison, 11% were involved in Dancing and 9% were involved in Singing. More than twice the amount of girls than boys in the NT (47% compared with 23%) participated in at least one of these cultural activities.

#### 3.1 CHILDREN INVOLVED IN SELECTED ORGANISED CULTURAL ACTIVITIES(a)(b)(c), NT and Australia, 2009

	Northern Territory		Australia	
	Number '000	Participation rate %	Number '000	Participation rate %
Playing a musical instrument	5.9	24.0	535.4	19.7
Singing	*2.2	*9.0	164.7	6.1
Dancing	2.8	11.2	390.4	14.3
Drama	**0.6	**2.4	126.7	4.7
At least one of these activities(d)	8.5	34.5	916.3	33.7

\* estimate has a relative standard error of 25% to 50% and should be used with caution

\*\* estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Outside of school hours.

(b) In the 12-months before interview.

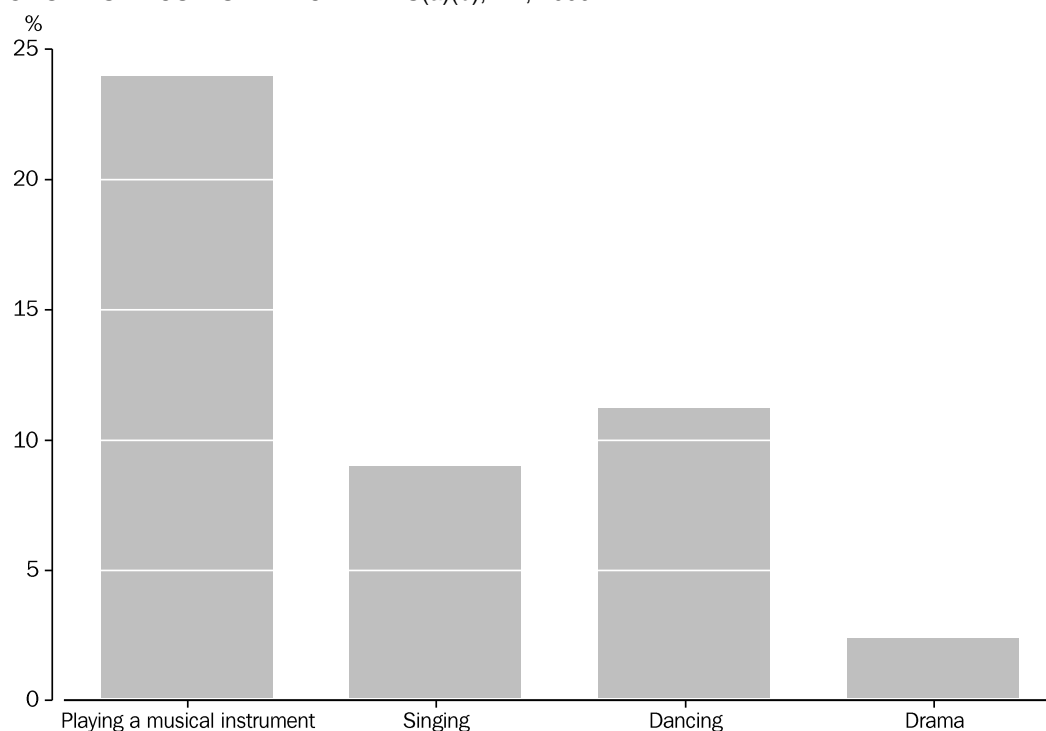
(c) Persons aged 5 to 14 years.

(d) Sum of activities does not add to total because some children were involved in more than one activity.

Source: ABS data available on request, Children's Participation in Cultural and Leisure Activities, April 2009.

Playing a musical instrument recorded the highest participation rate followed by Dancing, Singing and Drama.

### 3.2 PARTICIPATION RATES OF CHILDREN AGED 5–14 YEARS INVOLVED IN SELECTED ORGANISED CULTURAL ACTIVITIES(a)(b), NT, 2009



(a) Outside of school hours.

(b) In the 12-months before interview.

Source: ABS data available on request, Children's Participation in Cultural and Leisure Activities, April 2009.

The majority (86%) of NT children who participated in Dancing received lessons during the 12-month period prior to interview in 2009. This compares with 82% of those who played a musical instrument, 76% of those involved in Drama and 59% of those involved in Singing.

### CHILDREN'S PARTICIPATION IN OTHER LEISURE ACTIVITIES

The 2009 ABS survey also collected data on six selected leisure activities undertaken by children in the two school weeks immediately prior to interview. It showed that 97% of children in the NT had watched TV, videos or DVDs outside of school hours; 72% did homework or other study; 75% of children read for pleasure; 72% had been bike riding; 44% had been skateboarding, rollerblading or riding a scooter and 85% had participated in other screen-based activities. Just over half (52%) of children in the NT participated in art and craft activities.

3.3 CHILDREN INVOLVED IN SELECTED LEISURE ACTIVITIES(a)(b), NT and Australia, 2009

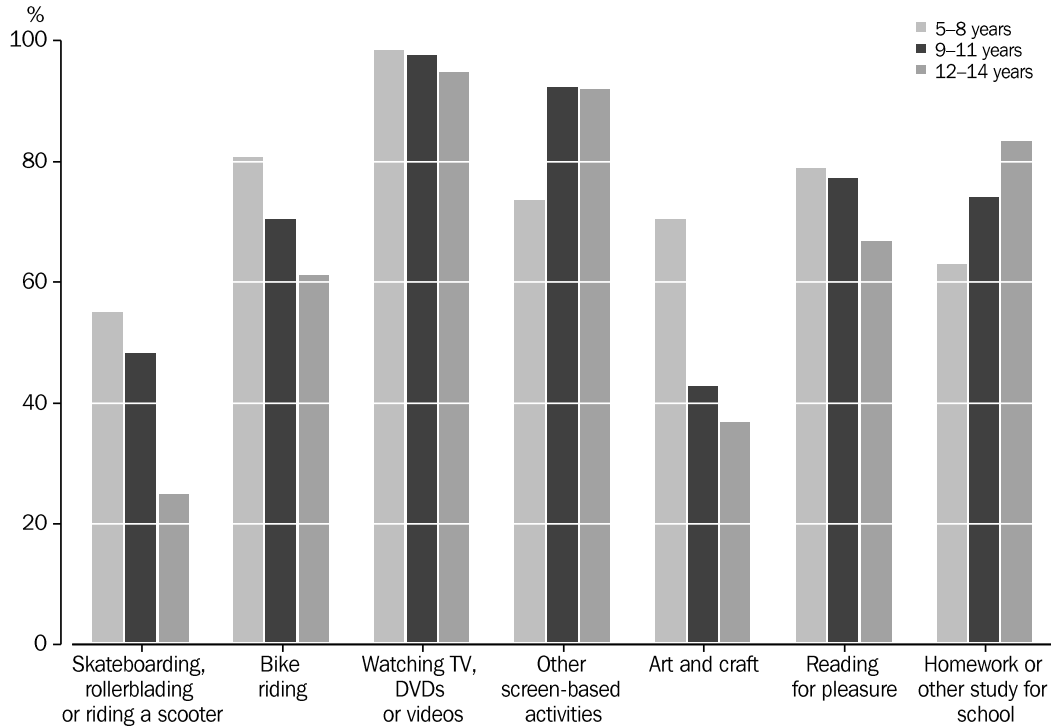
	Northern Territory				Australia	
	5-8 years	9-11 years	12-14 years	Total(c)	Participation rate	Participation rate
	Number	Number	Number	Number		
'000	'000	'000	'000	%	%	
Skateboarding, rollerblading or riding a scooter	5.5	3.5	1.8	10.9	44.2	49.3
Bike riding	8.1	5.2	4.4	17.7	71.9	60.4
Watching TV, DVDs or videos	9.9	7.2	6.8	23.8	97.0	97.4
Other screen-based activities	7.4	6.8	6.6	20.7	84.5	83.2
Art and craft	7.1	3.1	2.6	12.8	52.3	48.3
Reading for pleasure	7.9	5.7	4.8	18.4	74.8	72.2
Homework or other study for school	6.3	5.5	6.0	17.8	72.3	82.4

- (a) Outside of school hours.
- (b) In the two school weeks immediately prior to interview.
- (c) Sum may not add to total due to rounding errors.

Source: ABS data available on request, Children's Participation in Cultural and Leisure Activities, April 2009.

Participation rates in leisure activities in the NT generally decreased as age group increased, with the exception of Homework or other study and Other screen-based activities.

3.4 PARTICIPATION RATES OF CHILDREN INVOLVED IN SELECTED LEISURE ACTIVITIES(a)(b), NT, By age, 2009



- (a) Outside of school hours.
- (b) In the two school weeks immediately prior to interview.

Source: ABS data available on request, Children's Participation in Cultural and Leisure Activities, April 2009.

## CHILDREN'S ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS

In the NT, almost three-quarters (73%) of children aged 5–14 years attended at least one of the selected cultural venues or events outside of school hours. The highest participation was at museums and art galleries and public libraries (both 53%), while (39%) of children attended a Performing arts event.

### 3.5 CHILDREN'S ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a)(b), NT, 2009

	5–14 years			
	Northern Territory		Australia	
	Number '000	Attendance rate %	Number '000	Attendance rate %
Museum or art gallery	12.9	52.7	1 124.9	41.3
Public library	12.9	52.5	1 462.2	53.7
Performing arts	9.6	39.0	913.9	33.6
Attended at least one of these (c)	18.0	73.3	1 930.8	70.9

(a) Outside of school hours.

(b) In the 12-months before interview.

(c) Sum of activities does not add to total because some children attended more than one cultural venue or event.

Source: ABS data available on request, Children's Participation in Cultural and Leisure Activities, April 2009.

## YOUNG PEOPLE'S ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS

According to the 2009–10 Survey of Attendance at Selected Cultural Venues and Events, young people aged 15–24 years had the highest attendance rates at Cinemas (82%), Zoological parks and aquariums (57%) and Popular music concerts (48%), compared with the other selected cultural venues and events (ABS 2010a).

### 3.6 ATTENDANCE AT SELECTED CULTURAL VENUES AND EVENTS(a), NT, By age group, 2009–10

	15–24 years		25 years and over	
	Number '000	Attendance rate %	Number '000	Attendance rate %
	Art galleries	*4.0	*17.1	34.6
Museums	8.1	34.9	48.9	46.8
Zoological parks and aquariums	13.3	57.4	54.5	52.1
Botanic gardens	7.0	30.2	48.0	45.9
Libraries	9.5	41.2	36.2	34.6
Archives	**1.6	**7.0	*4.3	*4.1
Classical music concerts	**1.2	**5.4	8.9	8.5
Popular music concerts	11.1	48.0	29.2	27.9
Theatre performances	*3.4	*14.5	17.3	16.5
Dance performances	*3.5	*15.2	15.0	14.4
Musicals and operas	*3.5	*15.3	12.4	11.8
Other performing arts	6.2	26.6	22.9	21.9
Cinemas	18.9	81.7	68.7	65.7
At least one venue or event	22.6	97.7	94.1	90.0

\* estimate has a relative standard error of 25% to 50% and should be used with caution

\*\* estimate has a relative standard error greater than 50% and is considered too unreliable for general use

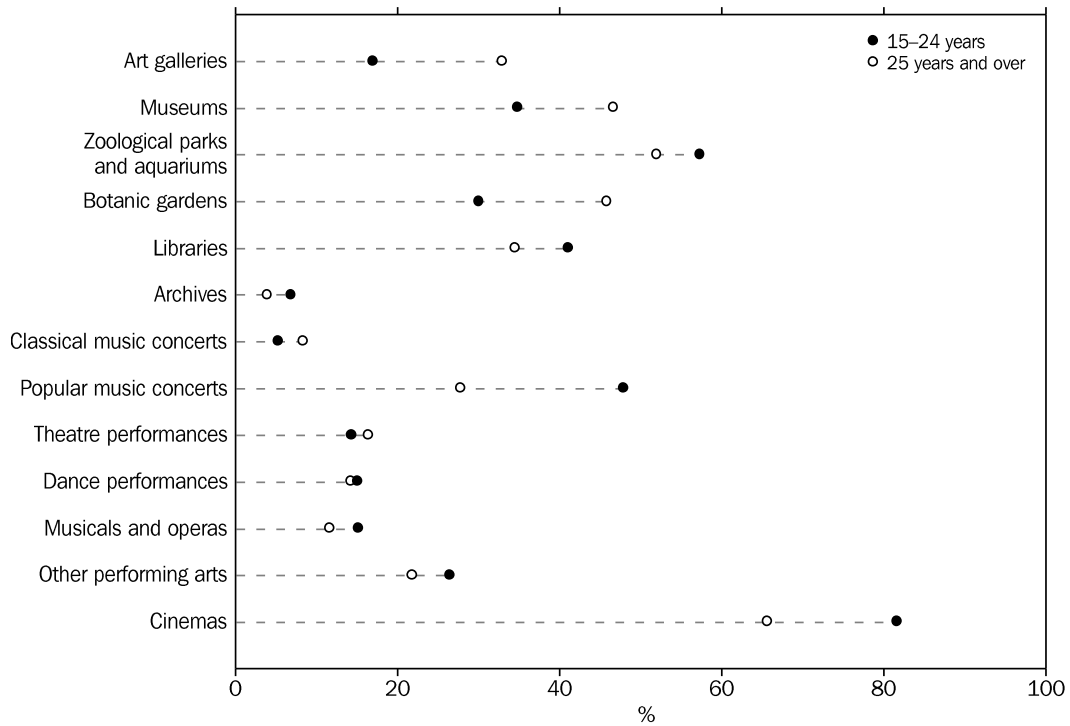
(a) In the 12-months before interview.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, Australia, 2009–10.



Compared with those aged 25 years and older, young people (aged 15–24 years) were more likely to go to Popular music concerts, Zoological parks and aquariums, the Library and the Cinema and were less likely to attend Art galleries, Museums, and Botanic gardens.

3.7 ATTENDANCE RATE AT SELECTED CULTURAL VENUES AND EVENTS(a), ACT, By age group, 2009–10



(a) In 12-months before interview.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, Australia, 2009–10.

## YOUNG PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS

The Census of Population and Housing data show that in August 2006, of all employed young persons aged 15–24 years in NT, 270 (2%) had their main job in a cultural occupation.

Young persons aged 15–24 years accounted for 11% of all persons with their main job in a cultural occupation in the NT.

Table 3.7 displays data at a broad occupation level. Appendix 1 shows that the cultural occupations providing the largest number of jobs for young people were park rangers (36 persons), library assistants (17 persons) and visual arts and crafts professionals nec (16 persons).

Note that the Census data provides information on the person's main job. It does not provide information about second jobs or unpaid work.

### 3.8 PERSONS EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), NT, By age, 2006

	15-24 years no.	25 years and over no.
<b>Heritage collections</b>		
Built, collectable and environmental heritage workers	51	363
Library and archive workers	22	284
Other heritage workers	–	–
<i>Total heritage workers</i>	71	647
<b>Arts</b>		
Writers and print media workers	14	148
Performing artists and music composers	22	131
Performing arts support workers (other than equipment operators)	18	101
Visual arts and crafts professionals	22	237
Architects and urban planners	6	164
Design workers	31	178
Broadcasting, film and recorded media equipment operators	22	46
Printing workers	18	114
Other arts support workers	19	113
Other arts workers	7	41
<i>Total arts workers</i>	189	1 276
Other cultural workers	9	320
<b>Total employed in cultural occupations</b>	<b>270</b>	<b>2 245</b>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications.

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.

---

---

## 4. Indigenous participation in the arts

---

---

This chapter focuses on Indigenous Australians' participation in a range of Indigenous creative arts activities, such as music and visual arts, as well as attendance at Indigenous events (e.g. festivals and ceremonies) and other selected cultural venues (e.g. museums or art galleries). Information is also provided on the number of Indigenous people employed in cultural occupations.

### INDIGENOUS POPULATION IN THE NORTHERN TERRITORY

According to the 2008 ABS National Aboriginal and Torres Strait Islander Social Survey (NATSISS), 13% (41,274) of Australia's estimated Indigenous population aged 15 years and over lived in the Northern Territory, with 80% living in remote areas of the territory (ABS 2009b).

#### 4.1 INDIGENOUS POPULATION(a), Northern Territory and Australia, By selected characteristics, 2008

	NT	Australia	Proportion of
	Number ('000)	Number ('000)	Australian total in NT
			%
Remote	33.0	81.5	40.5
Non-remote	8.2	245.6	3.4
15–34 years	22.6	173.7	13.0
35 years and over	18.7	153.4	12.2
Male	19.6	156.1	12.5
Female	21.7	171.0	12.7
<b>Total</b>	<b>41.3</b>	<b>327.1</b>	<b>12.6</b>

(a) Persons aged 15 years and over.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

## PARTICIPATION IN INDIGENOUS CREATIVE ARTS

The 2008 ABS NATSISS collected data on participation in Indigenous creative arts activities by Indigenous people aged 15 years and over.

Two-fifths (40%) of Indigenous persons aged 15 years and over living in the Northern Territory had participated in at least one Indigenous creative art activity. The most popular activities were Art and craft activities and Writing or telling stories (23%), while 21% had participated in Music, dance or theatre.

### 4.2 PARTICIPATION BY INDIGENOUS PERSONS IN INDIGENOUS CREATIVE ART ACTIVITIES(a)(b), Northern Territory and Australia, By selected characteristics, 2008

	Northern Territory		Australia
	Number '000	Participation rate %	Participation rate %
Type of Indigenous activity			
Arts and crafts	9.6	23.4	17.3
Music, dance or theatre	8.5	20.5	10.8
Writing or telling stories	9.6	23.3	15.4
At least one of the activities(c)	16.7	40.4	28.1
15–34 years of age			
Arts and crafts	4.9	21.5	16.3
Music, dance or theatre	4.6	20.4	10.8
Writing or telling stories	4.5	20.0	11.5
At least one of the activities(c)	9.0	39.9	25.9
35 years and over			
Arts and crafts	4.8	25.6	18.4
Music, dance or theatre	3.9	20.7	10.9
Writing or telling stories	5.1	27.2	19.9
At least one of the activities(c)	7.7	41.0	30.6
Remote			
Arts and crafts	8.5	25.6	21.6
Music, dance or theatre	7.6	23.1	16.4
Writing or telling stories	8.0	24.2	21.4
At least one of the activities(c)	14.5	44.0	37.6
Non-remote			
Arts and crafts	1.2	14.2	15.9
Music, dance or theatre	*0.9	*10.4	9.0
Writing or telling stories	1.6	19.5	13.5
At least one of the activities(c)	2.1	26.1	24.9

\* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Persons aged 15 years and over.

(b) In the 12-months prior to interview.

(c) Sum of activities does not add to total because some people were involved in more than one activity.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

In 2008, of those Indigenous persons aged 15 years and over living in the Northern Territory who participated in Music, dance or theatre, 80% reported the reason for their participation as being for Cultural learning or ceremony. Of those that participated in Writing or telling stories, more than three-quarters (82%) also reported this as the reason for their participation.

#### 4.3 PARTICIPATION BY INDIGENOUS PERSONS IN INDIGENOUS CREATIVE ART ACTIVITIES(a)(b), NT and Australia, By reason for participation, 2008

Reason for participation	NT		Australia
	Number '000	Participation rate %	Participation rate %
<b>Own enjoyment/fun</b>			
Arts and crafts	5.3	55.1	57.0
Music, dance or theatre	4.5	53.1	49.8
Writing or telling stories	4.4	45.7	38.6
At least one of the activities(c)	9.0	53.9	53.0
<b>Enjoyment/fun with others</b>			
Arts and crafts	4.1	42.9	40.6
Music, dance or theatre	4.3	50.8	43.9
Writing or telling stories	4.0	41.7	42.3
At least one of the activities(c)	8.0	48.0	46.2
<b>Cultural learning or ceremony</b>			
Arts and crafts	5.5	57.5	50.2
Music, dance or theatre	6.8	80.3	66.8
Writing or telling stories	7.8	81.6	69.8
At least one of the activities(c)	12.6	75.8	60.3
<b>School activity</b>			
Arts and crafts	1.0	10.7	18.3
Music, dance or theatre	*0.5	*6.3	17.0
Writing or telling stories	1.3	13.1	23.2
At least one of the activities(c)	2.0	11.7	20.9
<b>Total</b>			
Arts and crafts	9.6	23.4	17.3
Music, dance or theatre	8.5	20.5	10.8
Writing or telling stories	9.6	23.3	15.4
At least one of the activities(c)	16.7	40.4	28.1

\* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) Persons aged 15 years and over.

(b) In the 12-months prior to interview.

(c) Sum of activities does not add to total because some people were involved in more than one activity.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

## ATTENDANCE AT SELECTED INDIGENOUS EVENTS

In 2008, of the 41,274 Indigenous persons aged 15 years and over in the NT, 81% had been to at least one of the selected Indigenous events.

### 4.4 ATTENDANCE RATES OF INDIGENOUS PERSONS AT SELECTED INDIGENOUS EVENTS(a)(b), Northern Territory and Australia, By remoteness, 2008

	Northern Territory			Australia		
	Remote %	Non-remote %	Total %	Remote %	Non-remote %	Total %
Funerals/Sorry business	70.5	43.0	65.0	61.8	31.1	38.7
Ceremonies	46.4	16.0	40.4	30.8	11.1	16.0
Sports carnivals(c)	47.4	18.7	41.7	41.9	18.5	24.4
Festival or carnival involving arts, craft, music or dance(c)	37.5	22.0	34.4	30.1	20.7	23.0
Involved with Aboriginal/Torres Strait Islander organisation	14.4	25.7	16.7	15.5	19.1	18.2
NAIDOC week activities	21.1	36.2	24.1	32.6	36.7	35.7
At least one selected event(d)	86.5	60.6	81.3	80.5	57.0	62.9

(a) Persons aged 15 years and over.

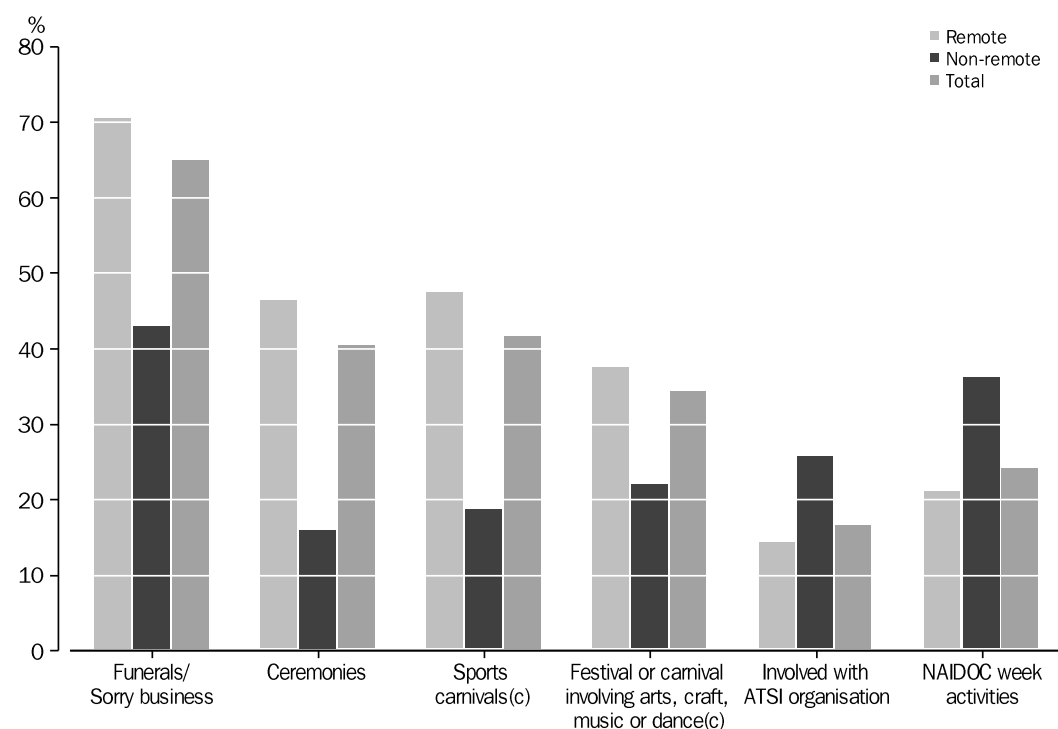
(b) In the 12-months prior to interview.

(c) Excluding NAIDOC week activities.

(d) Sum of activities does not add to total because some people were involved in more than one activity.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

### 4.5 INDIGENOUS ATTENDANCE AT SELECTED INDIGENOUS EVENTS(a)(b), NT, By remoteness, 2008



(a) Persons aged 15 years and over.

(b) In 12-months prior to interview.

(c) Excluding NAIDOC week activities.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

## INDIGENOUS ATTENDANCE AT SELECTED CULTURAL VENUES

The 2008 ABS NATSISS also collected data on attendance at selected cultural venues by Indigenous people living in non-remote areas of Australia.

Almost one half (45%) of Indigenous people living in non-remote areas of the Northern Territory had Attended movies, theatres or concerts in the 3-months prior to interview and 36% had Visited a library, museum or art gallery. Attendance rates for males were higher than females for all selected cultural events.

### 4.6 ATTENDANCE AT SELECTED CULTURAL VENUES BY INDIGENOUS PERSONS LIVING IN NON-REMOTE AREAS(a)(b), Northern Territory, By sex, 2008

	Males	Females	Persons
	Number ('000)		
Visited library, museum or art gallery	1.5	1.5	2.9
Attended movies, theatres or concerts	1.8	1.9	3.7
At least one venue or event(c)	2.3	2.4	4.6
	Attendance rate (%)		
Visited library, museum or art gallery	37.6	33.9	35.7
Attended movies, theatres or concerts	45.9	43.2	44.5
At least one venue or event(c)	57.8	55.1	56.4

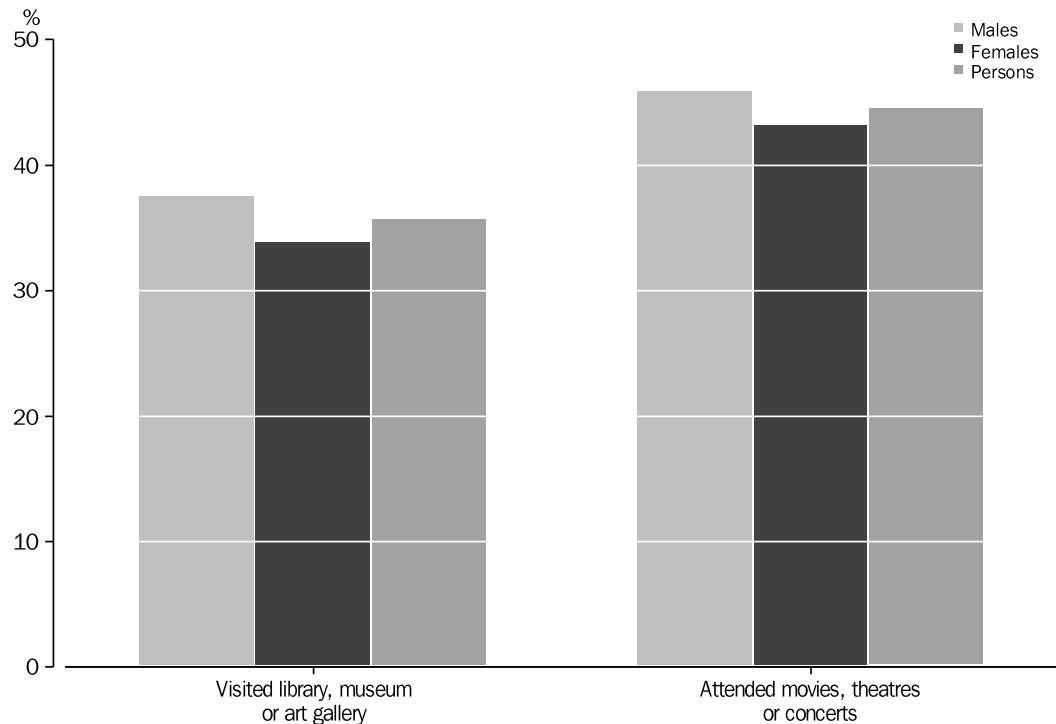
(a) Persons aged 15 years and over.

(b) In the 3 months prior to interview.

(c) Sum of activities does not add to total because some people were involved in more than one activity.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

### 4.7 ATTENDANCE RATES AT SELECTED CULTURAL VENUES BY INDIGENOUS PERSONS LIVING IN NON-REMOTE AREAS(a)(b), Northern Territory, By sex, 2008



(a) Persons aged 15 years and over.

(b) In the 3 months prior to interview.

Source: ABS data available on request, National Aboriginal and Torres Strait Islander Social Survey, 2008.

## CULTURAL FACILITIES IN INDIGENOUS COMMUNITIES

The 2006 Community Housing and Infrastructure Needs Survey (ABS 2007b) found that there were 641 discrete Indigenous communities in the Northern Territory. Of these, 70 had a hall or meeting area while 18 had a library, and 39 had an arts or cultural centre.

## INDIGENOUS PERSONS EMPLOYED IN CULTURAL OCCUPATIONS

The 2006 Census showed that 493 Indigenous people in the NT were employed in a cultural occupation as their main job. For detailed occupation level data see table 1 in Appendix 1. Table 4.8 below provides data at a broad occupation level.

Of the 11,659 employed Indigenous people in the NT in 2006, 4% were employed in a cultural occupation.

### 4.8 INDIGENOUS PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), Northern Territory and Australia, 2006

Cultural occupation	NT no.	Australia no.	Proportion of Australian total employed in NT %
<b>Heritage collections</b>			
Built, collectable and environmental heritage workers	135	405	33.3
Library and archive workers	31	230	13.5
Other heritage workers	–	5	–
<i>Total heritage workers</i>	165	636	25.9
<b>Arts</b>			
Writers and print media workers	10	99	10.1
Performing artists and music composers	40	320	12.5
Performing arts support workers (other than equipment operators)	14	113	12.4
Visual arts and crafts professionals	171	692	24.7
Architects and urban planners	3	54	5.6
Design workers	8	206	3.9
Broadcasting, film and recorded media equipment operators	8	61	13.1
Printing workers	14	229	6.1
Other arts support workers	16	159	10.1
Other arts workers	12	119	10.1
<i>Total arts workers</i>	278	2 061	13.5
Other cultural workers	47	349	13.5
<b>Total employed in cultural occupations</b>	<b>493</b>	<b>3 054</b>	<b>16.1</b>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications.

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.



## 5. People born overseas and the arts

Our cultural interests are influenced by a variety of factors, such as our upbringing, our education and our personal interests. This chapter highlights the differences between the cultural activities undertaken by people who were born overseas and those who were born in Australia. In addition, some information is also presented on the cultural activities of overseas-born people by whether they were born in one of the main English speaking countries (United Kingdom and Ireland, New Zealand, South Africa, Canada and the United States of America) or elsewhere (referred to as non-English speaking countries).

### WORK IN CULTURE (PAID AND UNPAID)

The ABS (2007a) Survey of Work in Selected Culture and Leisure Activities, showed that in the 12-months before the interview, 28% of people in the NT born in Australia had some work involvement in culture and leisure activities (compared with 22% nationally). Of those people in the NT that were born overseas, 27% had some work involvement in culture and leisure activities (compared with 18% nationally).

A lower proportion of people born overseas (13%) had unpaid involvement in culture and leisure activities, than those born in Australia (18%).

#### 5.1 PERSONS WITH WORK INVOLVEMENT IN SELECTED CULTURE AND LEISURE ACTIVITIES(a)(b), NT, By birthplace, 2007

	BORN IN AUSTRALIA		BORN OVERSEAS				Total NT	
	'000	%	Main English speaking countries		Non-English speaking countries		'000	%
			'000	%	'000	%		
Some payment	8.7	10.4	*2.8	*21.2	*1.4	*8.0	*4.2	*13.7
Unpaid involvement only	15.0	17.9	*2.6	*19.4	*1.3	*7.7	*3.9	*12.8
<b>Total with involvement</b>	<b>23.7</b>	<b>28.4</b>	<b>5.4</b>	<b>40.5</b>	<b>*2.7</b>	<b>*15.7</b>	<b>8.1</b>	<b>26.5</b>

\* estimate has a relative standard error of 25% to 50% and should be used with caution

(a) In the 12-months before interview.

(b) Persons aged 15 years and over.

Source: ABS data available on request, Work in Selected Culture and Leisure Activities, April 2007.

## PERSONS EMPLOYED IN CULTURAL OCCUPATIONS

The 2006 Census of Population and Housing collected data on a person's main occupation (second jobs and unpaid work were not collected in the Census).

Of the 2,515 people working in cultural occupations in the NT, 20% (500) were born overseas. About half of these were from non-main English speaking countries (251) and main English speaking countries (245). Table 5.2 below provides data at a broad occupation level. For detailed occupation level data see table 1 in Appendix 1.

### 5.2 PERSONS EMPLOYED IN SELECTED CULTURAL OCCUPATION GROUPS(a)(b), NT, By birthplace, 2006

	BORN IN AUSTRALIA(d)	BORN OVERSEAS			Total NT(c)
		Main English speaking countries	Non main English speaking countries	Total born overseas	
	no.	no.	no.	no.	no.
<b>Heritage collections</b>					
Built, collectable and environmental heritage workers	368	16	25	40	416
Library and archive workers	242	26	31	64	304
Other heritage workers	–	–	–	–	–
<i>Total heritage workers</i>	<i>605</i>	<i>51</i>	<i>58</i>	<i>103</i>	<i>719</i>
<b>Arts</b>					
Writers and print media workers	118	26	16	43	163
Performing artists and music composers	128	21	9	26	152
Performing arts support workers (other than equipment operators)	98	15	4	25	125
Visual arts and crafts professionals	242	16	11	27	266
Architects and urban planners	108	23	38	59	171
Design workers	163	22	23	46	210
Broadcasting, film and recorded media equipment operators	55	4	8	11	71
Printing workers	83	14	28	46	136
Other arts support workers	99	20	11	26	132
Other arts workers	39	13	3	8	53
<i>Total arts workers</i>	<i>1 132</i>	<i>164</i>	<i>143</i>	<i>311</i>	<i>1 467</i>
Other cultural workers	237	34	57	86	332
<b>Total employed in cultural occupations</b>	<b>1 972</b>	<b>245</b>	<b>251</b>	<b>500</b>	<b>2 515</b>

– nil or rounded to zero (including null cells)

(a) As the main job in the week before the Census.

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

(c) Includes not stated and inadequately described.

(d) Includes external territories.

Source: ABS data available on request, Census of Population and Housing, 2006.

---

---

## 6. Household expenditure on culture

---

---

The most comprehensive source of data on household cultural expenditure is the ABS Household Expenditure Survey. This survey, which is conducted every five years, records the expenditure of households rather than individuals. This is because some expenditure (e.g. housing, furniture, televisions) is often for the benefit of everyone in the household and so cannot be attributed in a meaningful way to any particular person in the household.

The latest available data relates to the 2009–10 financial year. Households in the Northern Territory spent an average of \$43.50 per week in 2009–10 on 'cultural' items (ABS 2011b). This included over \$14 per week on items such as television, video and photographic equipment and over \$12 per week on broadcasting, electronic media and film. Weekly household expenditure on culture in the NT was slightly higher than the national average (\$43.50 compared with \$42.30). Total expenditure on cultural goods and services by the 65,300 households in the NT during 2009–10 was \$148m.

In 2003–04, the ABS Household Expenditure Survey showed that households in the NT spent an average of \$47.46 per week on cultural items (ABS 2006b). It should be noted that during the 5 years between the surveys, the prices of goods and services as measured by the Consumer Price Index rose by 19%.

6.1 HOUSEHOLD EXPENDITURE ON CULTURE, NT and Australia, 2009–10

	AVERAGE WEEKLY HOUSEHOLD EXPENDITURE		TOTAL ANNUAL HOUSEHOLD EXPENDITURE	
	NT(a)(\$)	Australia (\$)	NT(a) (\$m)	Australia (\$m)
<b>Literature</b>				
Books	*7.27	4.64	25	2 032
Newspapers	2.06	2.69	7	1 178
Magazines and comics	2.35	1.89	8	828
<i>Total(a)</i>	11.70	9.38	40	4 107
<b>Music</b>				
Pre-recorded compact discs and records (audio)	*0.57	0.92	2	403
<i>Total(b)</i>	*0.57	0.92	2	403
<b>Performing arts</b>				
Live theatre fees and charges	*0.91	1.04	3	455
Music concert fees and charges	**2.95	1.89	10	828
<i>Total</i>	*3.86	2.93	13	1 283
<b>Visual arts and crafts</b>				
Paintings, carvings and sculptures	*0.53	*1.25	2	547
Art and craft materials	*0.54	0.57	2	250
<i>Total(c)</i>	1.25	2.38	4	1 042
<b>Broadcasting, electronic media and film</b>				
Hire of video cassette tapes and TV and computer games	*1.11	0.73	4	320
Pre-recorded video cassettes and video discs	*2.25	2.60	8	1 139
Cinema fees and charges	2.10	2.29	7	1 003
Pay TV fees	6.58	5.24	22	2 295
<i>Total</i>	12.04	10.86	41	4 756
<b>Other arts</b>				
Culture course	**0.34	2.00	1	876
<i>Total(d)</i>	*1.94	2.53	7	1 108
<b>Heritage(e)</b>				
	**0.70	0.43	2	188
<b>Other culture</b>				
Audio equipment(f)	**1.26	1.77	4	775
Televisions and home entertainment systems	7.36	8.52	25	3 731
Video players and recorders	*1.10	0.86	4	377
Video equipment nec	-	**0.06	-	26
Blank video cassettes and digital media	*1.20	0.85	4	372
Audiovisual equipment and personal computer repairs insurance	**0.60	0.24	2	105
Photographic film and chemicals (including developing)	**1.15	0.64	4	280
<i>Total(g)</i>	14.41	14.92	49	6 533
<b>Total expenditure on culture</b>	<b>43.50</b>	<b>42.30</b>	<b>148</b>	<b>18 523</b>

– nil or rounded to zero (including null cells)

\* estimate has a relative standard error of 25% to 50% and should be used with caution

\*\* estimate has a relative standard error greater than 50% and is considered too unreliable for general use

(a) Includes other printed material.

(b) Includes audio cassettes and tapes.

(c) Includes studio and other professional photography.

(d) Includes musical instruments and accessories, and cultural fees and charges nec.

(e) Comprises art gallery and museum, national park, and zoo fees and charges.

(f) Includes portable players and radios, CD players, integrated sound systems, amplifiers and tuner-amplifiers, speakers and audio equipment nec.

(g) Includes television aerials, audiovisual equipment and parts nec, hire of televisions, video cassette/DVD/BluRay recorder or player, repair and maintenance of audiovisual equipment, and photographic equipment.

Source: Household Expenditure Survey, Australia: Summary of Results: 2009–10 (cat. no. 6530.0).

---

---

## 7. Economic activity

---

---

The cultural industries are diverse in nature. It is possible to determine their size in a number of ways, for example, by the number of firms in each industry or the number of people employed in each industry. Another measure to assess their relative size is the value of their production.

### **AUSTRALIA'S PRODUCTION OF CULTURAL GOODS AND SERVICES**

A selection of cultural goods and services produced in Australia in 2006-07 and 2007-08 is presented in Table 7.1. Of these goods and services, Advertising services had the highest production value in both years (\$7,376m in 2006-07 and \$8,530m 2007-08), closely followed by Architectural services (\$7,279m in 2006-07 and \$8,013m in 2007-08) (ABS, 2011c and ABS, 2011d). The largest increase in production value between 2006-07 and 2007-08 was in Specialised design services (up 420.1%) and the largest decrease was in Copyright leasing-motion pictures and videos (down 66.6%).

9.1 PRODUCTION OF SELECTED CULTURAL GOODS AND SERVICES(a)(b), Australia, 2006–07 and 2007–08

Product item	Australian Production \$m		Percentage change 2006-07 to 2007-08 %
	2006-07	2007-08	
<b>Publishing and recorded media</b>			
Books - advertising services	244	297	21.7
Books - printing or publishing(c)	1 372	1 614	17.6
Copyright leasing - publishing and recorded media(d)	419	336	-19.8
Internet publishing - advertising services	538	576	7.1
Internet publishing and broadcasting services(e)	54	98	81.5
Magazines and other periodicals - advertising services	728	818	12.4
Magazines and other periodicals - printing or publishing	875	948	8.3
Music publishing (incl. sheet music)	75	75	–
Newspapers - advertising services	3 399	4 268	25.6
Newspapers - printing or publishing	3 271	3 451	5.5
Other pre-recorded media (incl. records)	21	21	–
Other publishing(f)	191	115	-39.8
Other publishing - advertising services(f)	25	33	32.0
Pre-recorded audio and video tapes, audio CD's and DVD's(g)	246	236	-4.1
Reproduced computer software(g)	33	33	–
Software publishing services	4 402	4 076	-7.4
<b>Motion picture, radio and television services</b>			
Cable (Pay TV) and other subscription broadcasting services	2 919	2 983	2.2
Copyright leasing - motion pictures and videos	998	333	-66.6
Free-to-air television broadcasting services	5 018	4 935	-1.7
Motion picture and video distribution services	568	1 341	136.1
Motion picture and video production	2 035	1 682	-17.3
Motion picture theatre services	954	946	-0.8
Other information services(h)	189	220	16.4
Post-production services and other motion picture and video activities	503	589	17.1
Radio broadcasting services	1 210	1 123	-7.2
<b>Libraries, museums and the arts</b>			
Information storage and retrieval services	306	362	18.3
Library and archive services	731	674	-7.8
Museum and art gallery services	648	692	6.8
Music and other sound recording studios operation(i)	49	58	18.4
Music copyrights(j)	93	126	35.5
Nature reserve and conservation park services	809	851	5.2
Performing arts operation(k)	822	841	2.3
Performing arts venue operation	878	923	5.1
Services of independent creative artists, writers and performers	1 171	1 083	-7.5
Specialised design service(l)	359	1 867	420.1
Theatre lighting, costume design and set design services	208	213	2.4
Zoological and botanical services	1 377	1 676	21.7
<b>Other cultural products</b>			
Advertising services	7 376	8 530	15.6
Architectural services	7 279	8 013	10.1
Arts education services (excl. vocational)	524	557	6.3
Commercial art and display services	2 598	1 133	-56.4
Loudspeakers and audio-frequency electric amplifiers	21	22	4.8
Musical instruments	49	47	-4.1
Other audio and video equipment and accessories	451	455	0.9
Parts - television, radio, audio and visual equipment(m)	198	250	26.3
Photographic film processing	623	640	2.7
Photography services nec	348	437	25.6
Prepared unrecorded media for sound or video recording(n)	21	21	–
Radio receiving sets(o)	26	27	3.8

Sound and video recording and reproducing equipment(p)	11	13	18.2
Television receiving sets	64	65	1.6
Video and other electronic media rental or hire	1 509	1 698	12.5

<b>Total selected cultural goods and services</b>	<b>58 836</b>	<b>62 421</b>	<b>6.1</b>
---	---------------	---------------	------------

- nil or rounded to zero (including null cells)

nec not elsewhere classified

- (a) At basic values - the net price received by the producer (after deducting any indirect taxes).
- (b) Excludes products primary to: the recorded media manufacturing and publishing industry; the book and magazine wholesaling industry; the newspaper, book and stationery retailing industry; and the recorded music retailing industry (details for these industries are not available separately).
- (c) Includes textbooks, encyclopaedias, travel guides and atlases.
- (d) Includes newspapers, magazines and other periodicals, books and software.
- (e) Includes radio, television, books, newspapers and magazines.
- (f) Includes maps, greeting cards, postcards and calendars.
- (g) Manufactured but not published by this business.
- (h) Includes radio and television new collection and telephone based recorded information services.
- (i) Includes pre-recorded radio programming services.
- (j) Acquiring, registering and selling.
- (k) Includes theatre restaurants and circuses.
- (l) Includes fashion, interior and jewellery design.
- (m) Includes parts for radio and television studio equipment, transmitters and radio transceivers.
- (n) Includes blank CDs and magnetic tape.
- (o) Includes car radios and clock radios. Excludes parts.
- (p) Includes CD players and record players.

Note: Input-output tables are a disaggregation of the gross domestic product account showing inter-industry flows of goods and services. They are compiled using a large number of data sources, which are of varying quality and frequency. These processes result in individual components being modeled and adjusted, and this is particularly true for those with relatively small values. Users should therefore be very cautious when considering isolated fragments of the tables, especially details at the product level.

Source: *Australian National Accounts: Input-Output Tables (Product details), 2006-07 and 2007-08* (cat. no. 5215.0.55.001).

## ANNUAL INCOME OF CULTURAL INDUSTRIES IN THE NORTHERN TERRITORY

Detailed information on the economic aspects of a number of cultural industries was also collected in the Service Industries Surveys. Most of these surveys included only employing businesses (unlike data for the Australian National Accounts) and therefore do not reflect the activities of the whole industry. However, while non-employing businesses are quite numerous, their overall contribution to economic activity is quite small. A 1995–96 study showed that non-employing businesses in the industry division 'cultural and recreational services' accounted for about three-quarters of all businesses, but only 6% of operating income (ABS 1999). Consequently, this is not a serious limitation to the data collected by the Service Industries Surveys.

The surveys showed that employing businesses in the Museums and art galleries industry in the NT had a total income of \$9.6m in 2007-08. Performing arts operation industries in the NT earned \$3.0m in 2006-07, while businesses in the Public libraries industry earned \$5.8m in 2003-04.

## 7.2 INCOME OF SELECTED CULTURAL INDUSTRIES(a), NT and Australia

		NT	Australia	Percentage in NT(b)
	Year	\$m	\$m	%
Museums and art galleries	2007–2008	9.6	998.4	1.0
Film and video production	2006–2007	np	1 584.2	np
Film and video post-production	2006–2007	np	444.0	np
Television services(c)	2006–2007	np	4 530.1	np
Performing arts operation	2006–2007	3.0	733.4	0.4
Performing arts venues	2006–2007	np	494.4	np
Public libraries(d)	2003–2004	5.8	545.2	1.1
Performing arts festivals	2002–2003	1.2	88.5	1.4

np not available for publication

(a) Excludes some parts of the cultural sector such as publishing and recorded media, the creative arts and archives. Also excludes the income of non-employed businesses.

(b) According to the 2006 Census of Population and Housing, 1.0% of Australia's population lived in the Northern Territory in August 2006.

(c) Commercial free-to-air broadcasters (excludes pay TV).

(d) This includes local government libraries only.

Sources: *Museums, Australia, 2007-08* (cat. no. 8560.0); *Television, Film and Video Production and Post-Production Services, Australia, 2006-07* (cat. no. 8679.0); *Performing Arts, Australia, 2002-03, 2006-07* (cat. no. 8697.0); *Public Libraries, Australia, 2003-04* (cat. no. 8561.0).

## NUMBER OF CULTURAL BUSINESSES IN NORTHERN TERRITORY

The ABS (2010b) *Counts of Australian Businesses, Including Entries and Exits, June 2007 to June 2009* presents counts of actively trading businesses. This excludes entities which:

- had an active ABN but which did not have a GST role. While economically active, these entities are mainly businesses with asset holdings and consequent income flows but which do not trade in goods and services; and
- had a GST role which had not returned a Business Activity statement (BAS) for more than five quarters or had returned a BAS reporting zero dollar amounts. These businesses are likely to be no longer trading.

Please note that counts from this data source are not comparable to data presented from the ABS Business Register in previous versions of this report.

Over 400 businesses in the NT were actively trading within the cultural sector as at the start of the 2008–09 financial year. The largest numbers of businesses in the NT were in the Creative artists, musicians, writers and performers industry (97), Architectural services (66) and Other specialised design services (66). Most of the businesses in the NT (69%) had no employees.

## 7.3 BUSINESSES BY SELECTED INDUSTRY CLASS(a)(b), Employment Size Ranges, Start of 2008–09 financial year

	Northern Territory				Australia	NT as a percentage of Australia
	Non Employing no.	1-19 no.	20+ no.	Total no.	Total (c) no.	%
Museums, heritage and libraries						
Museum operation	–	–	–	–	201	–
Zoological and botanic gardens operation	3	–	–	3	117	2.6
Nature reserves and conservation parks operation	9	6	–	15	279	5.4
Libraries and archives	–	–	–	–	183	–
Literature and print media						
Newspaper publishing	3	–	–	3	505	0.6



Magazine and other periodical publishing	3	6	–	9	1 237	0.7
Book publishing	6	–	–	6	1 159	0.5
Performing arts						
Performing arts operation	3	3	–	6	1 709	0.4
Creative artists, musicians, writers and performers	91	6	–	97	13 540	0.7
Performing arts venue operation	3	6	–	9	429	2.1
Music composition and publishing						
Music and other sound recording activities	6	–	–	6	1 235	0.5
Visual arts and crafts						
Other specialised design services (d)	39	27	–	66	13 843	0.5
Professional photographic services (e)	24	9	–	33	5 541	0.6
Design						
Architectural services	39	27	–	66	13 910	0.5
Advertising services	36	15	3	54	10 887	0.5
Broadcasting, electronic media and film						
Motion picture and video production	3	9	–	12	4 973	0.2
Motion picture and video distribution	6	–	–	6	351	1.7
Motion picture exhibition	–	–	–	–	345	–
Other motion picture and video activities (f)	3	–	–	3	791	0.4
Radio services	3	3	3	9	270	3.3
Video & other electronic media rental and hiring	9	9	3	21	2 252	0.9
Other arts						
Arts education	12	–	–	12	2 372	0.5
<b>Total</b>	<b>301</b>	<b>126</b>	<b>9</b>	<b>436</b>	<b>77 050</b>	<b>0.6</b>

– nil or rounded to zero (including null cells)

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

(b) Actively trading businesses.

(c) Includes businesses that are yet to be coded to a main state of operation.

(d) Includes commercial art services, fashion, graphic, interior, jewellery and textile design services, signwriting and ticket writing.

(e) Includes portrait, professional, street and studio and wedding photography services and video filming of special events.

(f) Including post-production services.

Source: *Counts of Australian Businesses, Including Entries and Exits, June 2007 to June 2009* (cat. no. 8165.0).

## **TURNOVER OF CULTURAL BUSINESSES IN THE NORTHERN TERRITORY**

The ABS (2010b) *Counts of Australian Businesses, Including Entries and Exits, June 2007 to June 2009* presents turnover information of actively trading businesses. This excludes entities which:

- had an active ABN but which did not have a GST role. While economically active, these entities are mainly businesses with asset holdings and consequent income flows but which do not trade in goods and services; and
- had a GST role which had not returned a Business Activity statement (BAS) for more than five quarters or had returned a BAS reporting zero dollar amounts. These businesses are likely to be no longer trading.

Please note that counts from this data source are not comparable to data presented from the ABS Business Register in previous versions of this report.

Of the 436 businesses in the NT actively trading within the cultural sector as at the start of the 2008–09 financial year, 174 (40%) were turning over between \$50,000 and \$200,000 per annum.

7.4 BUSINESSES BY SELECTED INDUSTRY CLASS(a)(b), Annual turnover ranges, Start of 2008–09 financial year

	Northern Territory					Australia	NT as a percentage of Australia
	Zero to \$50k	\$50k to less than \$200k	\$200k to less than \$2m	\$2m or more	Total	Total (c)	
	no.	no.	no.	no.	no.	no.	%
<b>Museums, heritage and libraries</b>							
Museum operation	–	–	–	–	–	201	–
Zoological and botanic gardens operation	3	–	–	–	3	117	2.6
Nature reserves and conservation parks operation	6	–	9	–	15	279	5.4
Libraries and archives	–	–	–	–	–	183	–
<b>Literature and print media</b>							
Newspaper publishing	–	3	–	–	3	505	0.6
Magazine and other periodical publishing	3	3	3	–	9	1 237	0.7
Book publishing	6	–	–	–	6	1 159	0.5
Other publishing(d)	–	–	–	–	–	174	–
<b>Performing arts</b>							
Performing arts operation	3	–	3	–	6	1 709	0.4
Creative artists, musicians, writers and performers	43	48	6	–	97	13 540	0.7
Performing arts venue operation	–	6	–	3	9	429	2.1
<b>Music composition and publishing</b>							
Music publishing	–	–	–	–	–	198	–
Music and other sound recording activities	–	6	–	–	6	1 235	0.5
<b>Visual arts and crafts</b>							
Other specialised design services (e)	18	27	21	–	66	13 843	0.5
Professional photographic services (f)	12	15	6	–	33	5 541	0.6
<b>Design</b>							
Architectural services	15	27	24	–	66	13 910	0.5
Advertising services	15	18	21	–	54	10 887	0.5
<b>Broadcasting, electronic media and film</b>							
Motion picture and video production	3	–	9	–	12	4 973	0.2
Motion picture and video distribution	3	3	–	–	6	351	1.7
Motion picture exhibition	–	–	–	–	–	345	–
Other motion picture and video activities(g)	3	–	–	–	3	791	0.4
Radio broadcasting	–	3	3	3	9	270	3.3
Free-to-air television broadcasting	–	–	–	–	–	171	–
Cable and other subscription broadcasting	–	–	–	–	–	108	–
Video & other electronic media rental and hiring	–	12	9	–	21	2 252	0.9
<b>Other arts</b>							
Arts education	9	3	–	–	12	2 372	0.5
Reproduction of recorded media	–	–	–	–	–	270	–
<b>Total</b>	<b>142</b>	<b>174</b>	<b>114</b>	<b>6</b>	<b>436</b>	<b>77 050</b>	<b>0.6</b>

– nil or rounded to zero (including null cells)

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

(b) Actively trading businesses.

(c) Includes businesses that are yet to be coded to a main state of operation.

(d) Except software, music and internet.

(e) Includes commercial art services, fashion, graphic, interior, jewellery and textile design services, signwriting and ticket writing.

(f) Includes portrait, professional, street and studio and wedding photography services and video filming of special events.

(g) Including post-production services

Source: *Counts of Australian Businesses, Including Entries and Exits, June 2007 to June 2009* (cat. no. 8165.0).

---

---

## 8. Museums and art galleries

---

---

Museums and art galleries are involved in the collection, display, storage, preservation and research of museum objects and artwork, for the education and enjoyment of the general public and/or specialists.

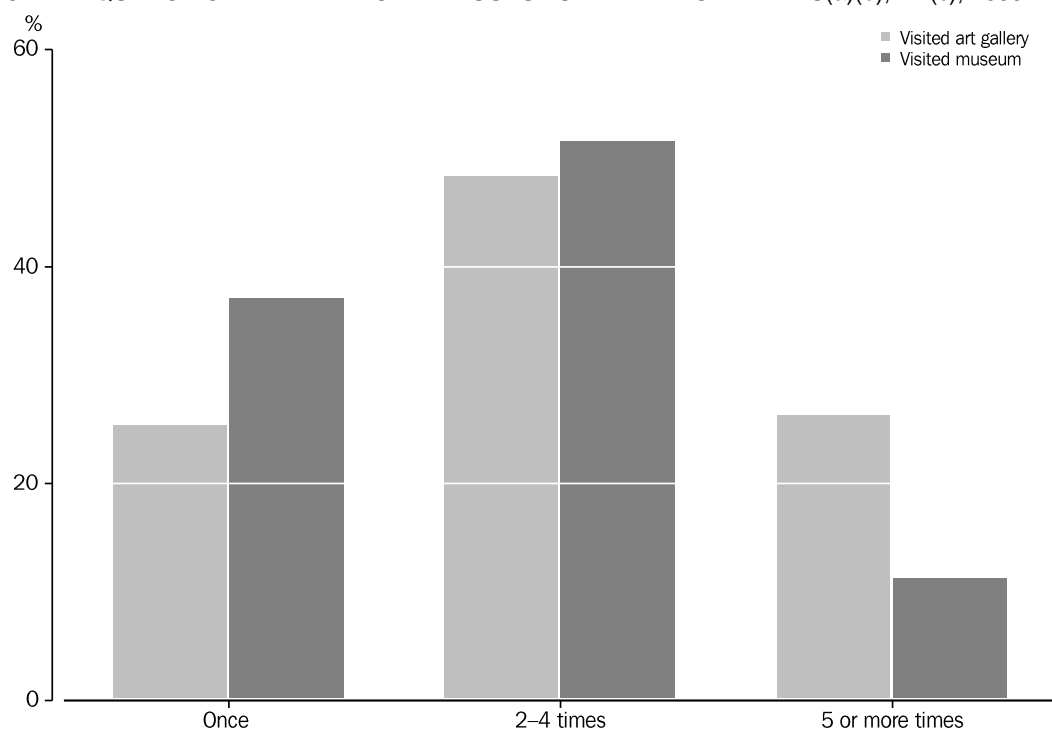
### ATTENDANCE AT MUSEUMS AND ART GALLERIES

Of the 127,700 people aged 15 years and over living in the Northern Territory in 2009–10:

- 30% went to an Art gallery in the previous 12-months (compared with 26% nationally), and
- 45% went to a Museum in the previous 12-months (compared with 26% nationally) (ABS 2010a).

Of those who attended an Art gallery in the 12-month period, 48% attended 2–4 times. Of those who visited a Museum, over half (52%) attended 2–4 times during the 12-month period, and 37% attended once.

#### 8.1 FREQUENCY OF ATTENDANCE AT MUSEUMS AND ART GALLERIES(a)(b), NT(c), 2009–10



(a) Persons aged 15 years and over.

(b) In the 12-months before interview.

(c) Refers to mainly urban areas.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, 2009–10.

## ADMISSIONS, EMPLOYMENT AND FINANCIAL DATA

The 2007–08 Museums Survey (ABS 2009d), shows that at the end of June 2008, there were 40 museums and art galleries operating in NT, which was 3% of the Australian total.

At the end of June 2008, museums and art galleries employed 109 people in the NT. There were 214 people in the NT who volunteered at museums and art galleries during the month of June 2008.

There were 498,700 admissions to museums and art galleries in the NT during 2007–08. Note that the admissions data include children under the age of 15 years who were excluded from the 2005–06 Survey of Attendance at Selected Cultural Venues and Events.

In 2007–08, museums and art galleries in the NT received total income of \$9.6m. Most of this (63%) was sourced from government funding (\$6.0m). Expenses totalled \$10.0m, of which 65% (\$6.5m) was labour costs.

### 8.2 MUSEUM AND ART GALLERIES, Selected characteristics, NT and Australia, 2007–08

		NT	Australia	Percentage in NT(a) %
Number of locations at end June	no.	40	1 456	2.7
Employment at end June	no.	109	7 856	1.4
Volunteers during the month of June	no.	^214	23 426	^0.9
Museum objects/artworks at end June	'000	265.9	52 485.3	0.5
Special exhibitions(b)	no.	31	^3 970	^0.8
<b>Admissions</b>				
Paid	'000	np	9 803.2	n.a.
Free	'000	np	^20 914.3	n.a.
<i>Total</i>	'000	498.7	30 717.5	1.6
<b>Income</b>				
Government funding	\$m	6.0	657.8	0.9
Admissions income	\$m	1.1	75.6	1.5
Income from fundraising	\$m	^0.6	106.0	^0.6
Other	\$m	2.0	159.0	1.3
<i>Total</i>	\$m	9.6	998.4	1.0
<b>Expenses</b>				
Labour costs	\$m	6.5	380.7	1.7
Other expenses	\$m	3.5	479.4	0.7
<i>Total</i>	\$m	10.0	860.1	1.2

^ estimate has a relative standard error of 10% to less than 25% and should be used with caution.

(a) According to the 2006 Census of Population and Housing, 1.0% of Australia's population lived in the Northern Territory in August 2006.

(b) Temporary exhibitions on display for less than three months, and include special exhibits curated or developed in-house, touring exhibitions curated or developed in Australia and imported overseas exhibitions.

Source: *Museums, Australia, 2007–08* (cat. no. 8560.0).

---

---

## 9. Libraries

---

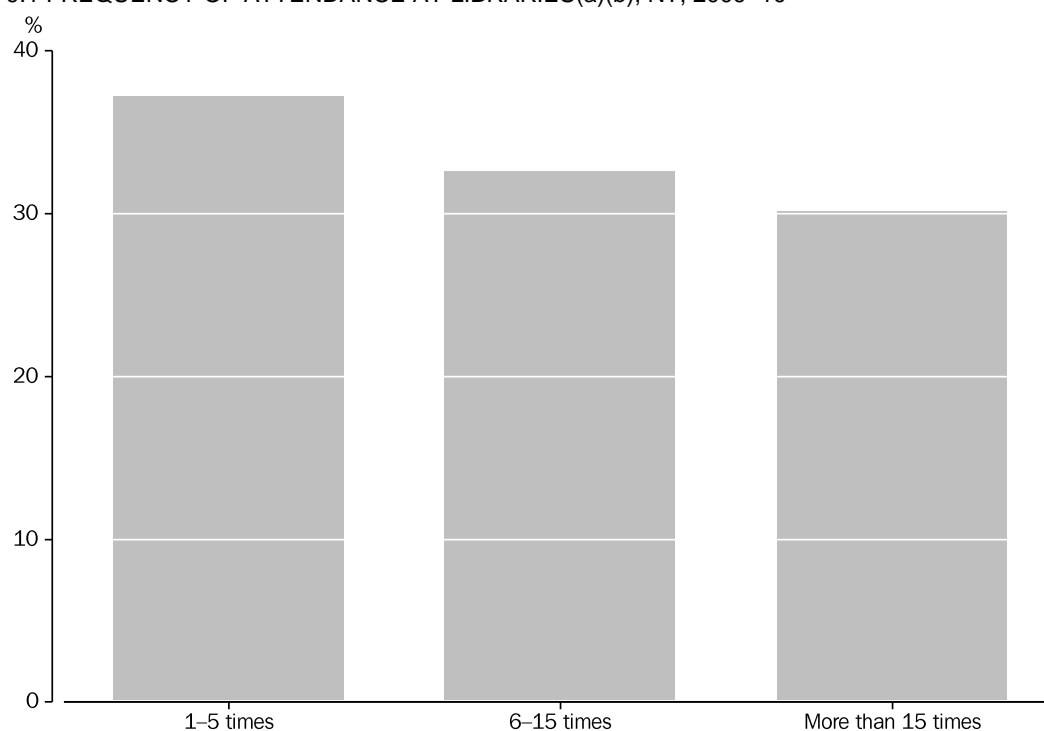
---

Libraries provide a range of services to the community, offering information to the public, providing access to literature and other cultural resources such as musical scores, CDs, DVDs and facilities such as the Internet.

### ATTENDANCE AT LIBRARIES

According to the Survey of Attendance at Selected Cultural Events and Venues (ABS 2010a), libraries were the fifth most attended cultural venue or event in the NT in 2009–10 (see Chapter 1 Attendance and Participation at Cultural Venues and Activities). In the 12-months before interview in 2009–10, 36% of people in the NT aged 15 years and over had visited a national, state/territory or local library, compared with 34% nationally. Of those who visited a Library, 30% had gone there more than 15 times in the previous year.

9.1 FREQUENCY OF ATTENDANCE AT LIBRARIES(a)(b), NT, 2009–10



(a) Persons aged 15 years or over.

(b) In the 12-months before interview.

Source: ABS data available on request, Survey of Attendance at Selected Cultural Venues and Events, 2009–10.

## PUBLIC LIBRARIES

### National

The National Library of Australia (NLA) is the country's largest reference library and its role is to ensure that documentary resources of national significance relating to Australia and the Australian people – as well as significant non-Australian library materials – are collected, preserved and made accessible. The NLA website provides online visitors with access to information about more than 5,400 Australian libraries, their collections and services via the Australian Libraries Gateway (State Library of Queensland 2011).

### Northern Territory

According the Australian Public Libraries Statistical Report, 2009-10 (State Library of Queensland 2011) as at June 2010 there were just under 1,500 public libraries in Australia. Thirty-three were located in the Northern Territory, with all of these providing public access to the Internet.

There were over 10m registered library users in Australia in 2009-10 with 71,458 registered in the NT.

Total expenditure on public libraries in Australia was \$935.9m in 2009-10, with the NT responsible for \$9.3m of this expenditure.

#### 9.2 PUBLIC LIBRARIES(a), 2009-10

	Units	NSW	Vic.	Qld	SA	WA	Tas.	NT	ACT	Australia
<b>Libraries</b>										
Fixed point	no.	374	261	327	136	232	46	33	9	1 418
Mobile	no.	23	26	18	7	–	–	–	2	76
<i>Total</i>		<i>397</i>	<i>287</i>	<i>345</i>	<i>143</i>	<i>232</i>	<i>46</i>	<i>33</i>	<i>11</i>	<i>1 494</i>
<b>Staff</b>										
Qualified librarians, FTE(b)	no.	827.4	614.1	392.0	131.6	307.7	na	16.2	27.5	2 316.5
Total staff, FTE(b)	no.	2 365.9	2 723.5	1 447.4	765.1	970.7	na	94.3	94.9	8 461.7
<b>Public Internet access</b>										
Service points with Internet terminals	no.	397	287	300	136	213	45	33	9	1 420
Service points with Internet terminals	%	100	100	87	95	92	98	100	82	95
Internet terminals provided	no.	2 735	1 951	2 023	1 093	819	391	103	78	9 193
Registered library users	'000	3 301.1	2 595.6	1 918.9	873.0	1 020.6	137.2	71.5	180.2	10 098.0
Expenditure on public library services	\$m	312.9	210.1	186.0	84.0	102.2	19.2	9.3	12.3	935.9

- nil or rounded to zero (including null cells)

na not available

(a) As at 30 June 2010.

(b) FTE = Full Time Equivalent.

Source: Australian Public Libraries Statistical Report 2009-10, Public Library Services, State Library of Queensland, September 2011.

---

---

## **10. Cultural funding by government and business**

---

---

Governments provide considerable financial support to organisations involved in culture. This support may include direct funding, subsidies and in some instances tax concessions. Governments also provide grants to individuals.

### **AUSTRALIAN GOVERNMENT FUNDING**

Cultural funding is provided by all three tiers of government – Australian; state and territory; and local government. Data on cultural funding by the Australian Government are only collected at the national level. As a state or territory breakdown of this funding is not available, it is not possible to determine the amount of Australian Government funding spent in NT.

Nationwide, the Australian Government provided funding of \$2,457.0m for culture in 2009–10, which equated to \$110.92 per person in Australia (ABS 2011e). Over half (\$1,295.0m) of this funding was provided to Radio and television services.

In 2009–10, recurrent expenditure accounted for 90% (\$2,218.4m) of the total cultural funding by the Australian Government.



10.1 CULTURAL FUNDING BY THE AUSTRALIAN GOVERNMENT(a), Australia, 2009–10

	Total funding \$m	Funding per person \$
<b>Heritage</b>		
Art museums	90.1	4.07
Other museums and cultural heritage	295.7	13.35
Environmental heritage	151.0	6.82
Libraries and archives		
Libraries	66.6	3.01
Archives	89.6	4.05
<i>Total Libraries and archives</i>	<i>156.2</i>	<i>7.05</i>
<i>Total Heritage</i>	<i>693.0</i>	<i>31.29</i>
<b>Arts</b>		
Literature and print media	34.8	1.57
Performing arts		
Music performance	64.6	2.92
Drama	29.2	1.32
Dance	17.3	0.78
Music theatre and opera	21.7	0.98
Other performing arts	17.2	0.77
<i>Total Performing arts</i>	<i>150.0</i>	<i>6.77</i>
Performing arts venues	–	–
Music composition and publishing	2.0	0.09
Visual arts and crafts	30.6	1.38
Design	0.7	0.03
Broadcasting, film, video and multimedia		
Radio and television services	1 295.0	58.46
Film and video production and distribution	108.0	4.87
Multimedia	3.3	0.15
<i>Total Broadcasting, film, video and multimedia</i>	<i>1406.3</i>	<i>63.48</i>
Other arts	139.7	6.31
<i>Total Arts</i>	<i>1 764.0</i>	<i>79.63</i>
<b>Total</b>	<b>2 457.0</b>	<b>110.92</b>

– nil or rounded to zero (including null cells)

(a) The Australian Government refers to the federal (national) government. It does not refer to the aggregate of state and territory governments, nor does it include local government.

Source: *Cultural Funding by Government, Australia, 2009-10* (cat. no. 4183.0).

## TERRITORY GOVERNMENT FUNDING

In 2009–10, cultural funding provided by the NT Government totalled \$89.3m, which equated to \$391.89 per person in the NT. Capital expenditure accounted for 15% (\$13.5m) of this funding.

Total cultural funding by the NT Government increased by 8% between 2008–09 and 2009–10.

### 10.2 CULTURAL FUNDING BY THE NT GOVERNMENT, 2007–08, 2008–09 and 2009–10

Category	2007-08 \$m	2008-09 \$m	2009-10 \$m
<b>Heritage</b>			
Art museums	6.6	6.6	7.3
Other museums and cultural heritage	9.8	11.4	12.4
Environmental heritage	44.1	42.5	49.3
<b>Libraries and archives</b>			
Libraries	12.0	10.4	10.4
Archives	1.4	1.3	1.5
<i>Total Libraries and archives</i>	<i>13.3</i>	<i>11.7</i>	<i>11.9</i>
<i>Total Heritage</i>	<i>73.8</i>	<i>72.3</i>	<i>80.9</i>
<b>Arts</b>			
Literature and print media	0.9	0.1	0.3
<b>Performing arts</b>			
Music performance	0.7	1.0	1.8
Drama	0.5	0.3	0.1
Dance	0.4	0.4	0.4
Music theatre and opera	–	–	–
Other performing arts	0.1	0.1	0.3
<i>Total Performing arts</i>	<i>1.7</i>	<i>1.8</i>	<i>2.6</i>
Performing arts venues	1.9	1.2	2.0
Music composition and publishing	–	–	–
Visual arts and crafts	1.1	1.0	0.6
Design	–	–	–
<b>Broadcasting, film, video and multimedia</b>			
Radio and television services	–	–	–
Film and video production and distribution	0.4	0.4	0.2
Multimedia	0.2	–	–
<i>Total Broadcasting, film, video and multimedia</i>	<i>0.6</i>	<i>0.4</i>	<i>0.2</i>
Other arts	4.3	5.5	2.7
<i>Total Arts</i>	<i>10.6</i>	<i>10.1</i>	<i>8.5</i>
<b>Total</b>	<b>84.4</b>	<b>82.4</b>	<b>89.3</b>

– nil or rounded to zero (including null cells)

Source: Statistics Working Group, 2009-10, *Cultural Funding in Australia: Three Tiers of Government*, February 2012.

10.3 CULTURAL FUNDING BY THE NT GOVERNMENT AND ALL STATE AND TERRITORY GOVERNMENTS, 2009–10

	TOTAL FUNDING				PER PERSON	
	Northern Territory Government			All state and territory governments	NT Gov't	All state and territory governments
	Recurrent \$m	Capital \$m	Total \$m			
<b>Heritage</b>						
Art museums	5.6	1.7	7.3	187.1	32.04	8.45
Other museums and cultural heritage	10.0	2.3	12.4	371.8	54.22	16.78
Environmental heritage	39.9	9.4	49.3	1 345.7	216.30	60.75
<b>Libraries and archives</b>						
Libraries	10.4	–	10.4	347.6	45.63	15.69
Archives	1.5	–	1.5	62.2	6.55	2.81
<i>Total Libraries and archives</i>	11.9	–	11.9	409.8	52.18	18.50
<b>Total Heritage</b>	<b>67.3</b>	<b>13.5</b>	<b>80.9</b>	<b>2 314.4</b>	<b>354.74</b>	<b>104.48</b>
<b>Arts</b>						
Literature and print media	0.3	–	0.3	14.0	1.37	0.63
<b>Performing arts</b>						
Music	1.8	–	1.8	50.6	8.10	2.28
Drama	0.1	–	0.1	32.0	0.24	1.45
Dance	0.4	–	0.4	15.1	1.66	0.68
Music theatre and opera	–	–	–	22.1	0.12	1.00
Other performing arts	0.3	–	0.3	45.1	1.29	2.03
<i>Total Performing arts</i>	2.6	–	2.6	164.9	11.40	7.44
Performing arts venues	2.0	–	2.0	214.1	8.93	9.67
Music composition	–	–	–	0.6	0.11	0.03
Visual arts and crafts	0.6	–	0.6	38.1	2.67	1.72
Design	–	–	–	7.4	0.18	0.33
<b>Broadcasting, film, video and multimedia</b>						
Radio and television services	–	–	–	0.8	–	0.04
Film and video production and distribution	0.2	–	0.2	108.4	0.72	4.89
Multimedia	–	–	–	8.8	0.13	0.40
<i>Total Broadcasting, film, video and multimedia</i>	0.2	–	0.2	118.0	0.86	5.33
Other arts	2.7	–	2.7	141.9	11.63	6.41
<b>Total Arts</b>	<b>8.5</b>	<b>–</b>	<b>8.5</b>	<b>699.0</b>	<b>37.15</b>	<b>31.55</b>
<b>Total</b>	<b>75.8</b>	<b>13.5</b>	<b>89.3</b>	<b>3 013.4</b>	<b>391.89</b>	<b>136.03</b>

– nil or rounded to zero (including null cells)

Source: Statistics Working Group, 2009–10, *Cultural Funding in Australia: Three Tiers of Government*, February 2012.

## **LOCAL GOVERNMENT FUNDING**

Cultural funding by local government in the NT was \$4.8m in 2009–10, which equated to \$21.19 per person in the NT. The main recipient of funding was Libraries, which received 35% (\$1.7m) of total local government funding in 2009-10. Local government data are classified according to the Local Government Purpose Classification (LGPC).

## **EXPENDITURE ON CULTURE BY BUSINESS**

The Australian Major Performing Arts Group (AMPAG) report *Tracking Changes in Corporate Sponsorship and Private Donations 2011* tracks and analyses levels of corporate sponsorship and private donations for the major performing arts sector from the years 2001 to 2010.

According to this report, major performing arts companies reported \$54.6m in corporate sponsorship and private donation revenue in 2010 compared with \$48.8m in 2009 (AMPAG 2011). Of this, \$26.8m (49%) was received in the form of corporate sponsorship, \$25.2m (46%) from donations and a net amount of \$2.6m (5%) was raised from fundraising events. In 2001 the ratios were 72% from corporate sponsorship and 25% from donations.

---

---

# 11. The performing arts

---

---

The term 'performing arts' covers a range of art forms including theatre, opera, music theatre, dance, popular and classical music concerts and festivals. There are also businesses which support the performing arts industry in terms of venues, costume and set design and ticketing.

## ATTENDANCE AT PERFORMING ARTS

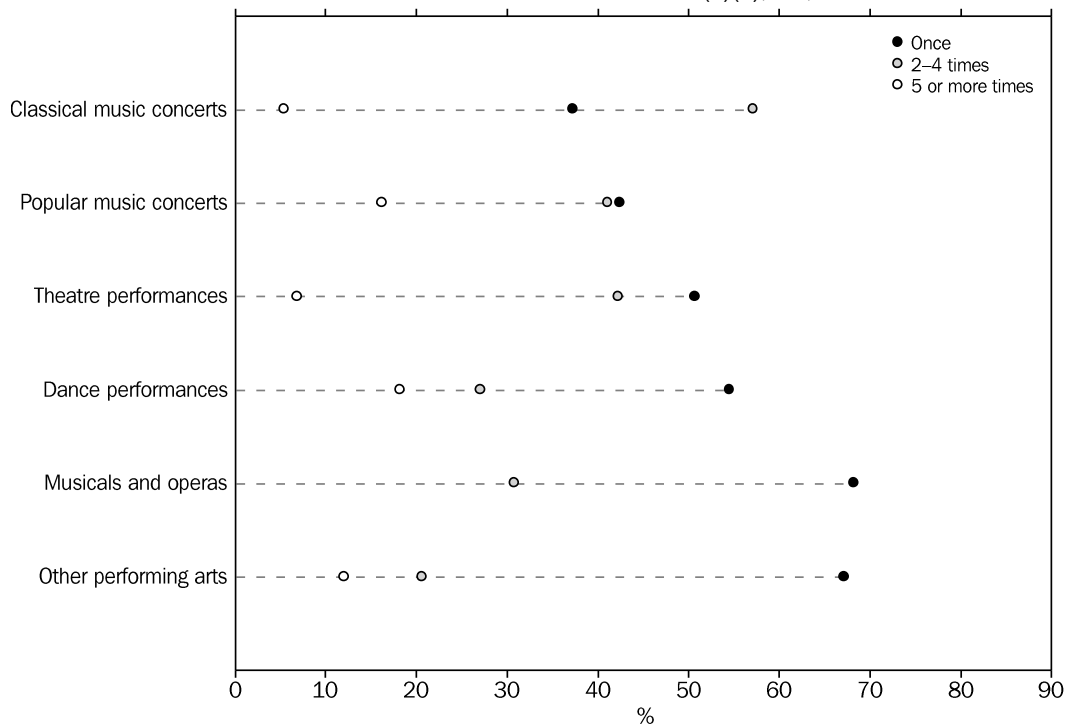
The 2009–10 ABS Survey of Attendance at Selected Cultural Venues and Events showed that in the previous 12-months, of the 127,700 people living in the Northern Territory aged 15 years and over:

- 8% had been to a Classical music concert (compared with 9% nationally);
  - 32% had been to a Popular music concert (compared with 30% nationally);
  - 15% had been to a Dance performance (compared with 10% nationally);
  - 12% had been to a Musical or opera (compared with 16% nationally); and
  - 23% had been to Other performing arts events (compared with 17% nationally)
- (ABS 2010a).

Persons in the NT aged 15 years and over recorded an attendance rate consistent with the national rate for Theatre performances (16%).

Of those who attended the performing arts events, most people only went once in the previous 12-months, with the exception of Classical music concerts where most people attended 2–4 times in the previous 12-months.

### 11.1 FREQUENCY OF ATTENDANCE AT PERFORMING ARTS(a)(b), NT, 2009–10



(a) Persons aged 15 years or over.

(b) In the 12-months before interview.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, 2009–10.

## PERFORMING ARTS OPERATION

The 2006–07 Performing Arts Survey (ABS 2008c) covered employing and significant non-employing organisations in Australia that generated their income predominantly from live theatrical or musical presentations (including concerts, opera, ballet or drama).

At the end of June 2007, there were 12 performing arts operation businesses in the NT which generated a total of \$3.0m of income. Performing arts operation businesses staged 250 paid performances in the NT in 2006–07, which generated over 55,000 paid admissions.

### 11.2 PERFORMING ARTS OPERATION, Selected characteristics, NT and Australia, 2006–07

		NT	Australia	Percentage in NT(a) %
Number of organisations at end June 2007				
For profit	no.	np	381	np
Not for profit	no.	np	345	np
<i>Total</i>	<i>no.</i>	<i>12</i>	<i>726</i>	<i>1.7</i>
Number of paid performances(b)(c)	no.	250	41 179	0.6
Number of paid attendances(b)(d)	'000	55.7	11 357.2	0.5
Employment at end June 2007	no.	46	6 569	0.7
Wages and salaries	\$m	0.9	219.1	0.4
Total income	\$m	3.0	733.4	0.4

np not available for publication but included in totals where applicable, unless otherwise indicated.

(a) According to the 2006 Census of Population and Housing, 1.0% of Australia's population lived in the Northern Territory in August 2006.

(b) Paid performances and paid attendances are counted according to the state in which they are performed.

(c) Excludes overseas performances.

(d) Excludes overseas attendances.

Source: *Performing Arts, Australia, 2006–07* (cat. no. 8697.0).

## PERFORMING ARTS VENUE INDUSTRIES

At the end of June 2007, there were 3 businesses in the Northern Territory in the Performing arts venues industry which operated 4 Performing art spaces.

---

---

## 12. Cinema, film and video

---

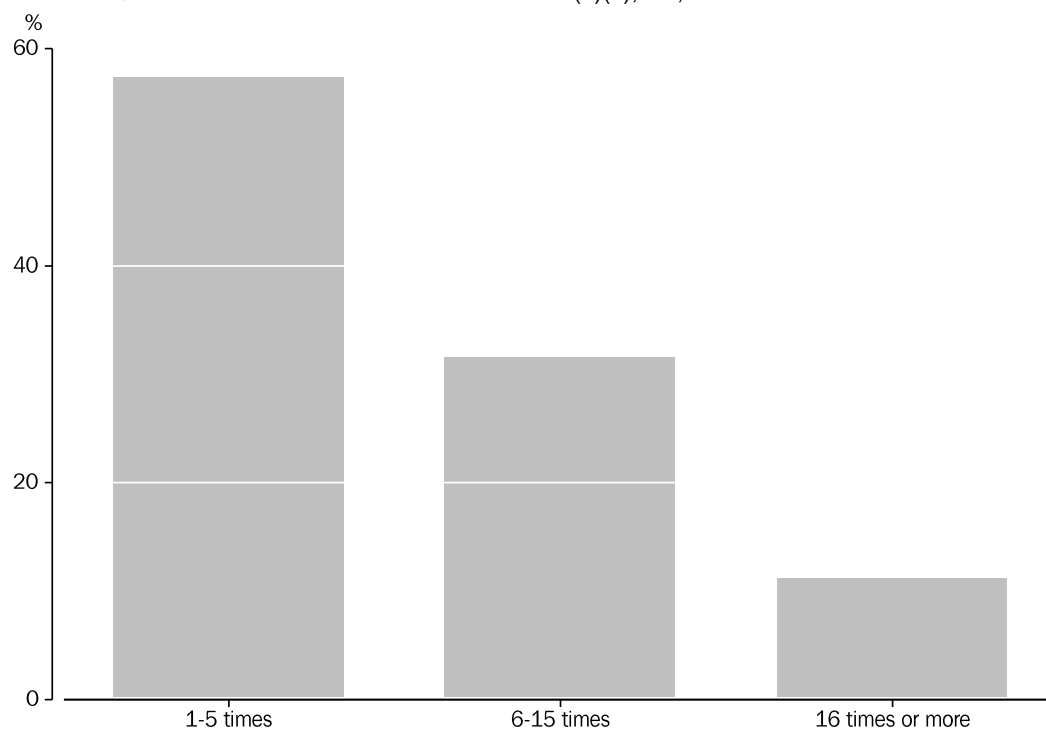
---

Industries related to cinema, film and video encompass a range of activities, including the production of feature films, TV series, documentaries, music videos and commercials, as well as film distribution, video hire and the operation of cinemas.

### ATTENDANCE AT CINEMAS

In the Northern Territory, 69% of people aged 15 years and over had been to the Cinema in the 12-months before interview in 2009–10 (compared with 67% nationally) (ABS 2010a). Of those who went to the Cinema, over half went 1-5 times (57%), while 43% went more than 5 times in the year.

12.1 FREQUENCY OF ATTENDANCE AT CINEMAS(a)(b), NT, 2009–10



(a) Persons aged 15 years and over.

(b) In the 12-months before interview.

Source: ABS data available on request, Attendance at Selected Cultural Venues and Events, 2009–10.

### SCREEN AUSTRALIA

The Screen Australia annual Drama Report (previously the National Survey of Feature Film and TV Drama Production) tracks the production of feature films and TV drama programs (mini-series, telemovies and series/serials) over a financial year. The Screen Australia survey provides data on production activity categorised by type of film, by budget range and by sources of finance. Results from this survey are available from <http://www.screenaustralia.gov.au/research/>

---

---

## 13. Sources of data about culture

---

---

### **NATIONAL CENTRE FOR CULTURE AND RECREATION STATISTICS (NCCRS)**

The NCCRS is the unit within the Australian Bureau of Statistics (ABS) which provides a national focus on culture, recreation and leisure statistics. Its tasks involve the coordination and drawing together of results of statistical work from ABS and other sources, and the statistical analyses of relevant data. The NCCRS is also involved in the development and the conduct of new and existing collections. Finally, NCCRS also has the role of the development and application of appropriate classifications and standards.

More information about the NCCRS is available from the Culture theme page on the ABS website <[www.abs.gov.au](http://www.abs.gov.au)>. (Select 'Topics @ a Glance' from the menu along the top of the Home Page, then select 'Culture')

A list of ABS publications containing culture and recreation data are available on the theme page, along with links to other arts and culture websites.

### **SELECTED ARTS AND CULTURE WEBSITES**

The following websites have further information about culture:

Australia Council [www.australiacouncil.gov.au](http://www.australiacouncil.gov.au)

Screen Australia [www.screenaustralia.gov.au](http://www.screenaustralia.gov.au)

Statistics Working Group [www.culturaldata.gov.au](http://www.culturaldata.gov.au)

Culture and Recreation Portal [www.cultureandrecreation.gov.au](http://www.cultureandrecreation.gov.au)

Department of Regional Australia, Local Government, Arts and Sport  
<http://www.regional.gov.au/>



## LIST OF PUBLICATIONS

The publications referenced in this report are:

ABS 1999, *Information Paper: The Expanded Use of Business Income Tax Data in ABS Economic Statistics – Experimental Estimates for Selected Industries 1994–95 and 1995–96, 1995–96* (cat. no. 5672.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/5672.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/5672.0)

ABS 2005, *Public Libraries, Australia, 2003–04* (cat. no. 8561.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/8561.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/8561.0)

ABS 2006a, *Australian Standard Geographical Classification, July 2006* (cat. no. 1216.0) ABS Canberra.  
<http://www.abs.gov.au/AUSSTATS/abs@.nsf/7d12b0f6763c78caca257061001cc588/8b8abc8ec62d8f46ca2570ae000dd3b5!OpenDocument>

ABS 2006b, *Household Expenditure Survey, Australia: Summary of Results, 2003-04* (cat. no. 6530.0) ABS Canberra.  
<http://www.abs.gov.au/AUSSTATS/abs@.nsf/allprimarymainfeatures/8C2472C665DF480CCA25790200158ED7?opendocument>

ABS 2007a, *Work in Selected Culture and Leisure Activities, Australia, April 2007* (cat. no. 6281.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/6281.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/6281.0)

ABS 2007b, *Housing and Infrastructure in Aboriginal and Torres Strait Islander Communities, Australia, 2006* (cat. no. 4710.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/4710.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4710.0)

ABS 2008a, *How Australians Use Their Time, Australia, 2006* (cat. no. 4153.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/4153.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4153.0)

ABS 2008b, *Television, Film and Video Production and Post-Production Services, Australia, 2006–07* (cat. no. 8679.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/8679.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/8679.0)

ABS 2008c, *Performing Arts, Australia, 2006–07* (cat. no. 8697.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/8697.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/8697.0)

ABS 2008d, *Australian Culture and Leisure Classifications, 2008* (cat. no. 4902.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/4902.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4902.0)

ABS 2009a, *Children's Participation in Cultural and Leisure Activities, April 2009* (cat. no. 4901.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/4901.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4901.0)

ABS 2009b, *National Aboriginal and Torres Strait Islander Social Survey, 2008* (cat. no. 4714.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/4714.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4714.0)

ABS 2009c, *Museums, Australia, 2007–08* (cat. no. 8560.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/8560.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/8560.0)

ABS 2010a, *Attendance at Selected Cultural Venues and Events, Australia, 2009–10* (cat. no. 4114.0) ABS Canberra.  
[www.abs.gov.au/ausstats/abs@.nsf/mf/4114.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4114.0)

ABS, 2010b, *Counts of Australian Businesses, Including Entries and Exits, June 2007 to June 2009* (cat. no. 8165.0) ABS Canberra.

[www.abs.gov.au/ausstats/abs@.nsf/mf/8165.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/8165.0)

ABS 2011a, *Voluntary Work, Australia, 2010* (cat. no. 4441.0) ABS Canberra.

[www.abs.gov.au/ausstats/abs@.nsf/mf/4441.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4441.0)

ABS 2011b, *Household Expenditure Survey, Australia: Summary of Results, 2009–10* (cat. no. 6530.0) ABS Canberra.

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/6530.0>

ABS 2011c, *Australian National Accounts: Input-Output Tables (Product Details) – Electronic Publication, 2006–07* (cat. no. 5215.0.55.001) ABS Canberra.

[www.abs.gov.au/ausstats/abs@.nsf/mf/5215.0.55.001](http://www.abs.gov.au/ausstats/abs@.nsf/mf/5215.0.55.001)

ABS 2011d, *Australian National Accounts: Input-Output Tables (Product Details) – Electronic Publication, 2007–08* (cat. no. 5215.0.55.001) ABS Canberra.

[www.abs.gov.au/ausstats/abs@.nsf/mf/5215.0.55.001](http://www.abs.gov.au/ausstats/abs@.nsf/mf/5215.0.55.001)

ABS 2011e, *Cultural Funding by Government, Australia, 2009–10* (cat. no. 4183.0) ABS Canberra.

[www.abs.gov.au/ausstats/abs@.nsf/mf/4183.0](http://www.abs.gov.au/ausstats/abs@.nsf/mf/4183.0)

AMPAG 2011, *Tracking Changes in Corporate Sponsorship and Private Donations 2011*.

[http://www.ampag.com.au/literature\\_94255/Tracking\\_Changes\\_in\\_Corporate\\_Sponsorship\\_and\\_Private\\_Donations\\_2011](http://www.ampag.com.au/literature_94255/Tracking_Changes_in_Corporate_Sponsorship_and_Private_Donations_2011)

AMR Interactive 2011, *Get Reading! Campaign Effectiveness Research*.

[http://www.australiacouncil.gov.au/data/assets/pdf\\_file/0015/102453/GR10\\_Final\\_Research\\_Report.pdf](http://www.australiacouncil.gov.au/data/assets/pdf_file/0015/102453/GR10_Final_Research_Report.pdf)

State Library of Queensland 2011, *Australian Public Libraries Statistical Report, 2009-10*, Public and Indigenous Library Services, State Library of Queensland, September 2011.

[http://www.nsla.org.au/sites/default/files/publications/NSLA.Statistics\\_Australian.Public.Libraries.Statistics\\_2009-10.pdf](http://www.nsla.org.au/sites/default/files/publications/NSLA.Statistics_Australian.Public.Libraries.Statistics_2009-10.pdf)

Starcom 2008, *Books Alive 2008 – reader research*.

[http://www.australiacouncil.gov.au/data/assets/pdf\\_file/0004/48658/Books\\_Alive\\_reader\\_research1.pdf](http://www.australiacouncil.gov.au/data/assets/pdf_file/0004/48658/Books_Alive_reader_research1.pdf)

Statistics Working Group (SWG), 2012, *Cultural Funding in Australia: Three Tiers of Government*, 2009-10.

Tourism Research Australia 2005, *Cultural Tourism in Regions of Australia*.

[http://www.culturaldata.gov.au/sites/www.culturaldata.gov.au/files/Cultural\\_tourism\\_in\\_regions\\_of\\_Australia.pdf](http://www.culturaldata.gov.au/sites/www.culturaldata.gov.au/files/Cultural_tourism_in_regions_of_Australia.pdf)

Tourism Research Australia 2009, *Snapshots 2009, Cultural and Heritage Tourism in Australia*.

[http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Cultural\\_09\\_FINAL.pdf](http://www.ret.gov.au/tourism/Documents/tra/Snapshots%20and%20Factsheets/Cultural_09_FINAL.pdf)

# APPENDIX 1: Detailed occupation and industry employment tables

Table 1 PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), NT, By selected characteristics, 2006

Occupation	15-24 year old	Indigenous	Born in Australia	Overseas born	Darwin	Rest of NT	Total
<b>HERITAGE WORKERS</b>							
<b>Built, Collectable and Environmental Heritage Workers</b>							
Antique Dealer	–	–	–	–	–	–	–
Arts Administrator or Manager	–	4	53	8	22	44	67
Conservator	–	–	–	–	3	–	3
Environmental Manager	–	–	16	–	13	3	21
Gallery or Museum Curator	–	3	19	5	16	10	23
Gallery or Museum Guide	3	5	25	7	13	19	30
Gallery or Museum Technician	–	–	5	–	4	3	5
Park Ranger	36	124	210	6	31	195	224
Zookeeper	8	–	35	7	25	14	39
<i>Total Built, Collectable and Environmental Heritage Occupations</i>	<i>51</i>	<i>135</i>	<i>368</i>	<i>40</i>	<i>128</i>	<i>286</i>	<i>416</i>
<b>Library and Archive Workers</b>							
Archivist	3	–	12	3	6	6	10
Librarian	3	6	79	30	79	33	117
Library Assistant	17	19	88	13	59	42	100
Library Technician	–	6	62	15	64	21	82
<i>Total Library and Archive Occupations</i>	<i>22</i>	<i>31</i>	<i>242</i>	<i>64</i>	<i>207</i>	<i>95</i>	<i>304</i>
<b>Other Heritage Workers</b>							
Gallery, Library and Museum Technicians, nfd	–	–	–	–	–	–	–
Archivists, Curators and Records Managers, nfd	–	–	–	–	–	–	–
Gallery, Museum and Tour Guides, nfd	–	–	–	–	–	–	–
<i>Total Other Heritage Occupations</i>	<i>–</i>	<i>–</i>	<i>–</i>	<i>–</i>	<i>–</i>	<i>–</i>	<i>–</i>
<b>Total Heritage occupations</b>	<b>71</b>	<b>165</b>	<b>605</b>	<b>103</b>	<b>338</b>	<b>386</b>	<b>719</b>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications (ABS 2008d).

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.

Table 1 PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), NT, By selected characteristics, 2006, *continued*

Occupation	15-24 year old	Indigenous	Born in Australia	Overseas born	Darwin	Rest of NT	Total
<b>ARTS WORKERS</b>							
<b>Writers and Print Media Workers</b>							
Author	–	3	8	8	12	6	17
Book or Script Editor	–	–	–	–	–	–	4
Authors, and Book and Script Editors, nfd	–	–	–	3	3	–	3
Classified Advertising Clerk	–	–	4	–	4	–	3
Copywriter	–	–	–	3	3	–	3
Newspaper or Periodical Editor	–	–	22	5	14	11	25
Print Journalist	9	3	33	13	28	14	44
Radio Journalist	–	–	6	–	4	3	12
Technical Writer	–	–	9	4	9	4	11
Television Journalist	3	–	16	–	12	–	14
Journalists and Other Writers, nec	–	–	9	3	4	6	11
Journalists and Other Writers, nfd	–	–	13	4	12	6	13
Proof Reader	–	–	–	3	3	–	3
<i>Total Writers and Print Media Occupations</i>	<i>14</i>	<i>10</i>	<i>118</i>	<i>43</i>	<i>109</i>	<i>53</i>	<i>163</i>
<b>Performing Artists and Music Composers</b>							
Actor	–	–	5	–	–	3	5
Dancer or Choreographer	4	3	6	3	8	4	10
Entertainer or Variety Artist	–	–	7	3	3	–	8
Actors, Dancers and Other Entertainers, nec	3	–	7	3	4	–	11
Actors, Dancers and Other Entertainers, nfd	–	–	–	–	–	–	–
Composer	–	–	–	–	–	–	–
Music Director	–	–	3	–	–	–	–
Musician (Instrumental)	3	3	32	6	28	10	41
Singer	–	–	8	–	3	3	8
Music Professionals, nfd	–	–	3	3	–	3	5
Radio Presenter	8	29	50	5	30	38	64
Television Presenter	–	–	–	3	3	–	5
<i>Total Performing Artists and Music Composers</i>	<i>22</i>	<i>40</i>	<i>128</i>	<i>26</i>	<i>91</i>	<i>68</i>	<i>152</i>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications (ABS 2008d).

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.

Table 1 PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), NT, By selected characteristics, 2006, *continued*

Occupation	15-24 year old	Indigenous	Born in Australia	Overseas born	Darwin	Rest of NT	Total
<b>Performing Arts Support Workers (other than Equipment Operators)</b>							
Art Director (Film, Television or Stage)	–	–	–	–	3	–	–
Director (Film, Television, Radio or Stage)	–	3	9	3	11	3	17
Director of Photography	–	–	–	–	–	–	–
Film and Video Editor	3	–	15	5	19	–	24
Program Director (Television or Radio)	3	3	11	3	14	6	15
Stage Manager	–	–	3	–	3	–	3
Technical Director	–	–	9	3	4	4	8
Video Producer	–	–	5	–	4	5	10
Film, Television, Radio and Stage Directors, nec	–	–	3	–	3	–	3
Film, Television, Radio and Stage Directors, nfd	–	–	–	–	–	–	–
Artistic Director	–	–	3	–	–	3	3
Media Producer (excluding Video)	4	–	22	5	17	10	27
Make Up Artist	–	–	3	–	–	–	–
Production Assistant (Film, Television, Radio or Stage)	9	–	9	–	8	4	15
<i>Total Performing Arts Support Workers (other than Equipment Operators)</i>	<i>18</i>	<i>14</i>	<i>98</i>	<i>25</i>	<i>83</i>	<i>35</i>	<i>125</i>
<b>Visual Arts and Crafts Professionals</b>							
Painter (Visual Arts)	5	60	67	7	16	60	71
Potter or Ceramic Artist	–	3	3	–	–	3	3
Sculptor	–	–	3	3	4	3	4
Visual Arts and Crafts Professionals, nec	16	102	125	6	24	107	128
Visual Arts and Crafts Professionals, nfd	–	–	–	4	3	–	3
Photographer	3	–	38	5	33	18	46
<i>Total Visual Arts and Crafts Professionals</i>	<i>22</i>	<i>171</i>	<i>242</i>	<i>27</i>	<i>74</i>	<i>187</i>	<i>266</i>
<b>Architects and Urban Planners</b>							
Architect	–	–	34	22	46	16	57
Landscape Architect	4	–	12	6	16	–	16
Architects and Landscape Architects, nfd	–	–	–	–	–	–	–
Urban and Regional Planner	4	–	25	12	30	7	37
Architectural Draftsperson	4	4	38	25	48	12	62
<i>Total Architects and Urban Planners</i>	<i>6</i>	<i>3</i>	<i>108</i>	<i>59</i>	<i>136</i>	<i>36</i>	<i>171</i>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications (ABS 2008d).

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.

Table 1 PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), NT, By selected characteristics, 2006, *continued*

Occupation	15-24 year old	Indigenous	Born in Australia	Overseas born	Darwin	Rest of NT	Total
<b>Design Workers</b>							
Advertising Specialist	–	–	3	4	5	–	5
Fashion Designer	–	–	3	–	4	–	4
Industrial Designer	–	–	–	–	4	–	4
Jewellery Designer	–	–	–	–	4	–	4
Fashion, Industrial and Jewellery Designers, nfd	–	–	–	–	–	–	–
Graphic Designer	15	3	75	18	77	23	92
Illustrator	–	–	–	–	4	–	4
Multimedia Designer	3	–	6	–	3	3	6
Web Designer	–	–	5	3	8	–	11
Graphic and Web Designers, and Illustrators, nfd	–	–	–	3	3	–	3
Interior Designer	–	–	13	3	10	–	12
Multimedia Specialist	–	–	–	4	4	–	4
Web Developer	–	–	11	4	9	3	17
Multimedia Specialists and Web Developers, nfd	–	–	–	–	–	–	–
Signwriter	11	3	39	5	35	17	47
Visual Merchandiser	3	–	6	–	6	–	6
<i>Total Design Occupations</i>	<i>31</i>	<i>8</i>	<i>163</i>	<i>46</i>	<i>169</i>	<i>43</i>	<i>210</i>
<b>Broadcasting, Film and Recorded Media Equipment Operators</b>							
Broadcast Transmitter Operator	–	–	3	–	3	–	3
Camera Operator (Film, Television or Video)	6	–	18	–	13	5	16
Light Technician	–	–	3	–	4	–	3
Sound Technician	4	3	12	3	11	3	17
Television Equipment Operator	–	–	9	3	4	6	11
Performing Arts Technicians, nec	–	–	3	–	3	–	3
Motion Picture Projectionist	4	–	13	4	14	3	11
<i>Total Broadcasting, Film and Recorded Media Equipment Operators</i>	<i>22</i>	<i>8</i>	<i>55</i>	<i>11</i>	<i>47</i>	<i>16</i>	<i>71</i>
<b>Printing Workers</b>							
Printing Trades Workers, nfd	–	–	–	–	–	–	–
Binders, Finishers and Screen Printers, nfd	–	–	–	–	–	–	–
Binder and Finisher	–	–	13	–	12	–	18
Screen Printer	3	–	4	3	7	4	6
Graphic Pre-press Trades Worker	7	–	19	10	21	8	28
Printers, nfd	3	3	22	9	23	10	31
Printing Machinist	3	–	6	4	12	3	13
Small Offset Printer	–	–	6	3	3	–	4
Printing Assistants and Table Workers, nfd	–	–	–	0	–	–	–
Printer's Assistant	8	4	18	11	16	11	27
Printing Table Worker	–	–	–	4	4	–	4
<i>Total Printing Occupations</i>	<i>18</i>	<i>14</i>	<i>83</i>	<i>46</i>	<i>98</i>	<i>34</i>	<i>136</i>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications (ABS 2008d).

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.

Table 1 PEOPLE EMPLOYED IN CULTURAL OCCUPATIONS AS MAIN JOB(a)(b), NT, By selected characteristics, 2006, *continued*

Occupation	15-24 year old	Indigenous	Born in Australia	Overseas born	Darwin	Rest of NT	Total
<b>Other Arts Support Workers</b>							
Art Teacher (Private Tuition)	–	3	11	3	11	10	16
Dance Teacher (Private Tuition)	3	3	9	3	6	12	16
Drama Teacher (Private Tuition)	–	–	–	–	–	–	–
Music Teacher (Private Tuition)	7	–	28	14	28	12	41
Cinema or Theatre Manager	3	–	11	–	3	9	11
Community Arts Worker	–	6	22	3	3	17	17
Music Professionals, nec	–	–	3	–	–	3	3
Musical Instrument Maker or Repairer	–	–	4	–	3	3	4
Photographer's Assistant	–	–	–	–	–	–	–
Picture Framer	–	–	18	3	15	10	20
<i>Total Other Arts Support Occupations</i>	<i>19</i>	<i>16</i>	<i>99</i>	<i>26</i>	<i>68</i>	<i>63</i>	<i>132</i>
<b>Other Arts Workers</b>							
Arts Professionals, nfd	4	12	23	7	13	12	25
Media Professionals, nfd	3	–	12	5	17	–	18
Artistic Directors, and Media Producers and Presenters, nfd	–	–	–	–	–	–	–
Performing Arts Technicians, nfd	–	–	–	–	–	–	–
<i>Total Other Arts Workers</i>	<i>7</i>	<i>12</i>	<i>39</i>	<i>8</i>	<i>34</i>	<i>17</i>	<i>53</i>
<b>Total arts occupations</b>	<b>189</b>	<b>278</b>	<b>1 132</b>	<b>311</b>	<b>910</b>	<b>554</b>	<b>1 467</b>
<b>Other Cultural Workers</b>							
Social Professionals, nfd	–	–	–	0	–	–	–
Historian	–	–	7	3	5	3	12
Interpreter	3	25	28	19	29	21	57
Translator	–	8	14	6	7	15	24
Social Professionals, nec	4	10	77	19	46	52	100
Minister of Religion	–	3	91	34	79	45	125
Funeral Workers, nfd	–	–	–	–	–	–	–
Funeral Director	–	–	8	–	7	6	8
Funeral Workers, nec	–	–	–	–	–	–	–
Civil Celebrant	–	–	4	0	4	3	7
<i>Total Other Cultural Occupations</i>	<i>9</i>	<i>47</i>	<i>237</i>	<i>86</i>	<i>181</i>	<i>147</i>	<i>332</i>
<b>Total cultural occupations</b>	<b>270</b>	<b>493</b>	<b>1 972</b>	<b>500</b>	<b>1 428</b>	<b>1 086</b>	<b>2 515</b>

– nil or rounded to zero (including null cells)

(a) Occupations considered as 'cultural' based on inclusion in the Australian Culture and Leisure Classifications (ABS 2008d).

(b) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.

Table 2 PEOPLE EMPLOYED IN CULTURAL INDUSTRIES AS MAIN JOB(a), NT, by selected characteristics, 2006

	15-24 year old	Indigenous	Born in Australia	Overseas born	Darwin	Rest of NT	Total
<b>Heritage</b>							
Libraries and Archives	6	3	62	10	57	24	76
Museum Operation	8	14	80	31	66	46	113
Zoological and Botanic Gardens Operation	5	–	25	9	23	14	32
Nature Reserves and Conservation Parks Operation	48	105	274	36	104	214	316
<i>Total heritage industries</i>	69	128	444	85	240	301	548
<b>Arts</b>							
Printing	21	4	110	35	135	14	149
Newspaper Publishing	32	3	155	54	151	64	217
Magazine and Other Periodical Publishing	–	–	12	4	8	–	9
Internet Publishing and Broadcasting	–	–	–	–	–	–	–
Book Publishing	–	3	9	7	9	5	18
Music Publishing	–	–	–	–	–	–	–
Reproduction of Recorded Media	–	–	–	–	3	–	3
Music and Other Sound Recording Activities	–	–	6	–	–	3	6
Book and Magazine Wholesaling	3	–	8	–	5	–	5
Entertainment Media Retailing	21	–	32	3	22	16	37
Newspaper and Book Retailing	44	9	140	20	100	57	157
Architectural Services	13	7	103	60	128	29	159
Advertising Services	15	–	58	17	62	14	81
Other Specialised Design Services	21	7	75	15	78	15	90
Motion Picture and Video Production	3	–	16	8	12	10	24
Postproduction Services and Other Motion Picture and Video Activities	–	–	–	–	3	–	3
Motion Picture and Video Distribution	–	–	–	–	–	–	–
Motion Picture Exhibition	44	8	68	6	52	26	78
Radio Broadcasting	15	11	69	13	54	29	87
Free-to-Air Television Broadcasting	38	18	170	38	159	49	213
Cable and Other Subscription Broadcasting	–	4	15	–	17	–	17
Performing Arts Operation	5	3	20	4	21	8	26
Creative Artists, Musicians, Writers and Performers	14	23	84	25	67	45	113
Performing Arts Venue Operation	7	–	19	5	27	–	23
Video and Other Electronic Media Rental	50	3	70	6	58	24	77
Professional Photographic Services	3	–	27	9	26	11	33
Arts Education	8	5	53	21	50	24	72
<i>Total arts industries</i>	372	98	1 315	348	1 251	440	1 693
<b>Other culture</b>							
Religious Services	6	–	124	41	111	56	164
Funeral, Crematorium and Cemetery Services	3	–	13	3	8	7	17
<i>Total other culture industries</i>	9	–	135	42	120	62	184
<b>Total cultural industries</b>	<b>449</b>	<b>228</b>	<b>1 892</b>	<b>477</b>	<b>1 614</b>	<b>807</b>	<b>2 416</b>

– nil or rounded to zero (including null cells)

(a) Cells in this table have been randomly adjusted to avoid the release of confidential data.

Source: ABS data available on request, Census of Population and Housing, 2006.