

AbaF Survey of Private Sector Support

Measuring private sector support for the arts in 2009-10

June 2011

Summary of findings

Snapshot of the current situation

For the 2009-10 financial and 2010 calendar years:

- ⇒ Overall private support for the arts was \$221.1 million, an increase of 4.25% on 2008-09.
- ⇒ Income from giving increased significantly from 2008-09, up 10.6% to \$123.1 million.
- ⇒ Sponsorship declined 2.7%, to \$98 million.
- ⇒ Private support as a share of total income increased to 10.4%, up just over one percentage point from 2008-09.

Longer term trends

Historically figures dating back to 2001-02 reveal:

- ⇒ Overall private support for the arts has increased 98%, from \$111.6 million 2001-02 to \$221.1 million 2009-10.
- ⇒ Income from sponsorships has increased by 52% (up \$33.5 million).
- ⇒ The value of donations has increased by 161% (up \$76 million).
- ⇒ The proportion of income from private sector support has increased from 6.7% in 2001-02 to 10.6% in 2009-10.

Methodology

AbaF's annual survey of private sector support includes the results that represent more than 700 arts and cultural organisations across Australia.

It measures total contributions received by participating arts organisations in the form of:

- ⇒ Sponsorship and partnerships – both monetary and value in-kind.
- ⇒ Giving – donations from individuals and grants from foundations, trusts, and other non-government sources. Gifts of property and artworks are not included in the survey findings.

This year we collected and received information for the 2009-10 financial and 2010 calendar year from 318 arts and cultural organisations. To compile the annual data, we asked organisations to provide detailed information on private support and we gathered publicly available information where applicable for other organisations. Where it was not possible to gather concrete data we modelled indicative data based on known results for organisations in similar locations, with similar business structures and operating within similar art forms.

We frequently add new and updated data to our findings, which sometimes causes discrepancies between the results reported in current surveys compared with those reported in previous surveys. Historical data reported in current surveys is more accurate and always supersedes similar data reported in earlier years.

The economic situation and expected results

The Australian economy continued to experience the effects of the global financial crisis during the reporting period encompassed by this year's survey.

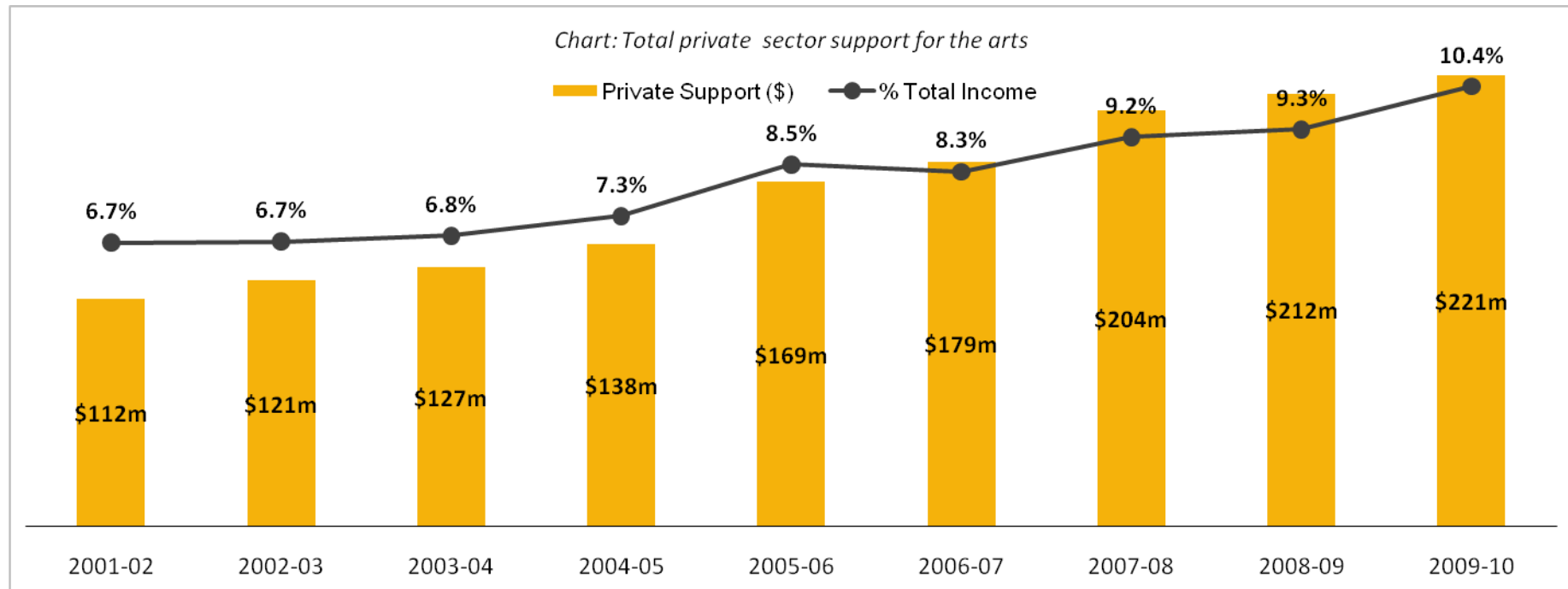
As AbaF predicted, a decrease in corporate support for the arts occurred in 2010 with the contribution of business to arts partnerships and sponsorships lagging the general economic performance by 18-24 months (based on overseas experience of previous economic downturns).

The considerable increase in effort and 'investment' by arts organisations in building relations and securing donations, in particular by the major performing arts companies and key arts organisations, is clearly reaping rewards with a notable increase in income from giving. It should be noted that the results for giving often include significant one-off gifts that can affect the results in any one survey period.

Results

Total private sector support nationwide

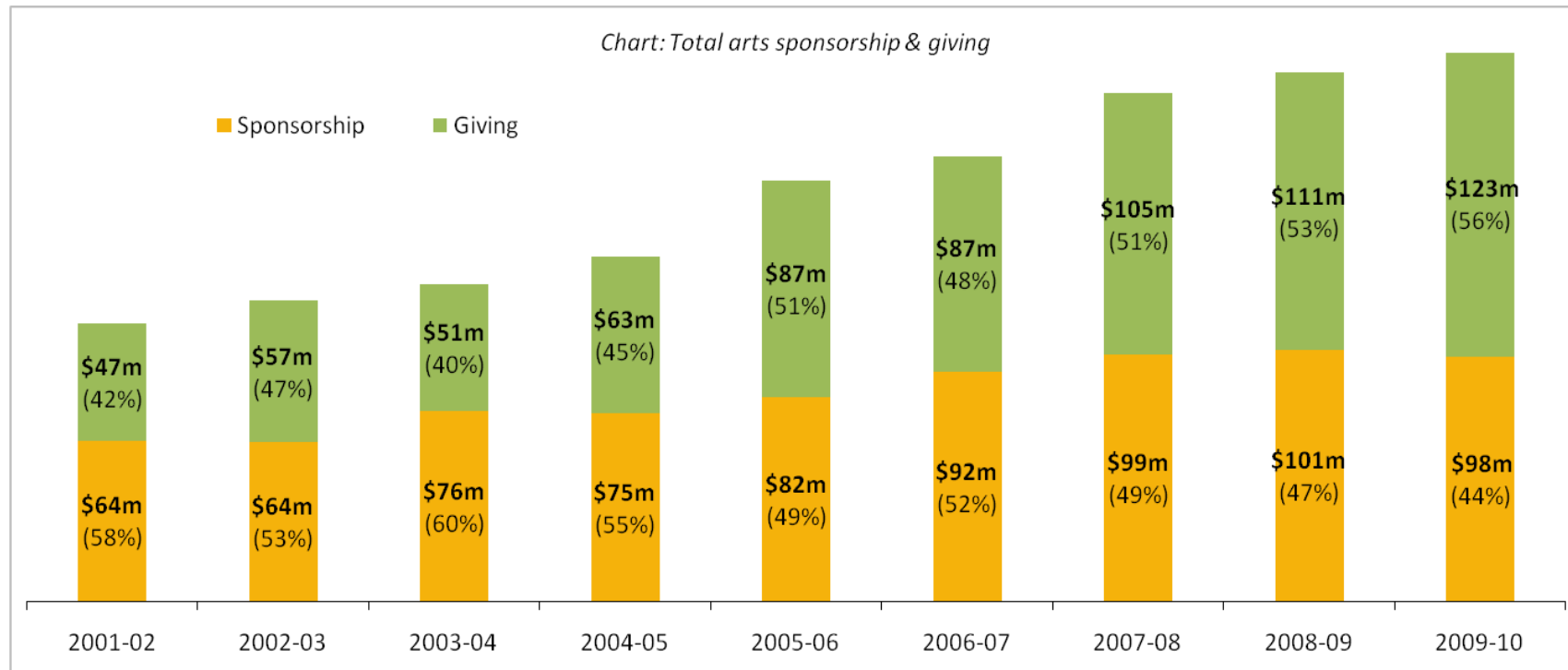
- ⇒ Total private sector support for the arts in 2009-10 was \$221 million, an increase of 4.25% on 2008-09.
- ⇒ Since 2001-02, private support for the arts has grown by \$109 million, an increase of 98%.
- ⇒ In 2009-10, private support accounted for 10.4% of total income for arts organisations, an increase of one percent year on year.



National sponsorship & giving

Contrasting trends were apparent in sponsorship and giving in 2009-10:

- ⇒ Giving grew significantly, up 10.8% from 2008-09, equating to a \$12 million increase.
- ⇒ Giving accounted for a 56% of total private support, increasing from 53% in 2008-09.
- ⇒ The share of private support accounted for by giving has increased steadily since 2006-07. Sponsorship declined by 2.7% from 2008-09, the first negative shift since 2004-05.



Changing business support

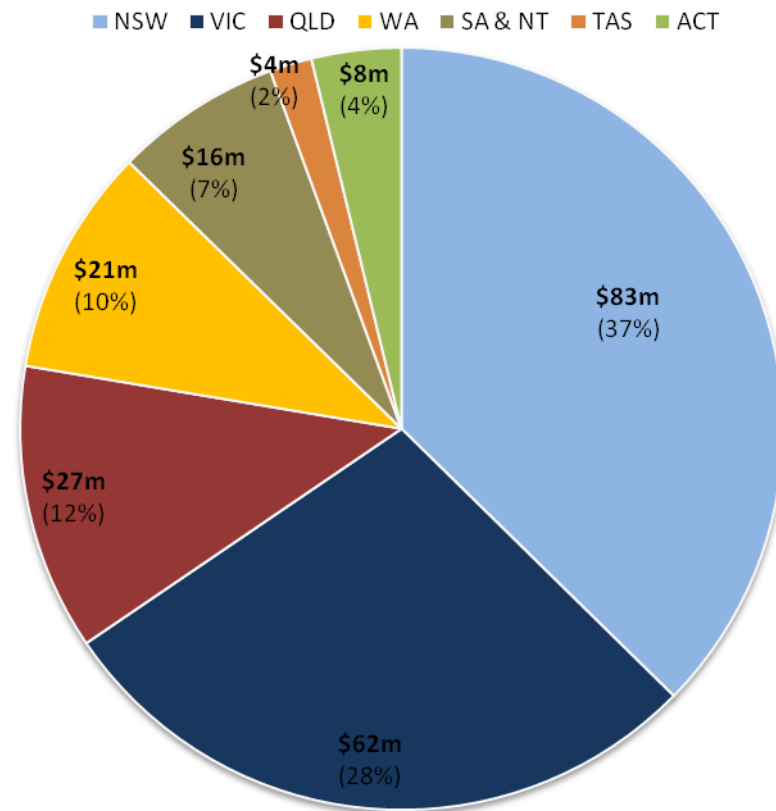
Key trends in sponsorships and partnerships in 2009-10:

- ⇒ Overall sponsorship declined by \$2.6 million in 2009-10, equating to a 2.7% downturn from 2008-09.
- ⇒ In NSW corporate support fell by 13%, equating to a \$5 million decline.
- ⇒ In Victoria corporate support fell by 20%, equating to a \$5 million decline.
- ⇒ Corporate support grew across all other regions.
- ⇒ Corporate support for arts festivals fell by 28%, equating to a \$10.7 million decline.
- ⇒ Corporate support for theatre fell by 15%, equating to a \$1.1 million decline.

Share of private sector support by region

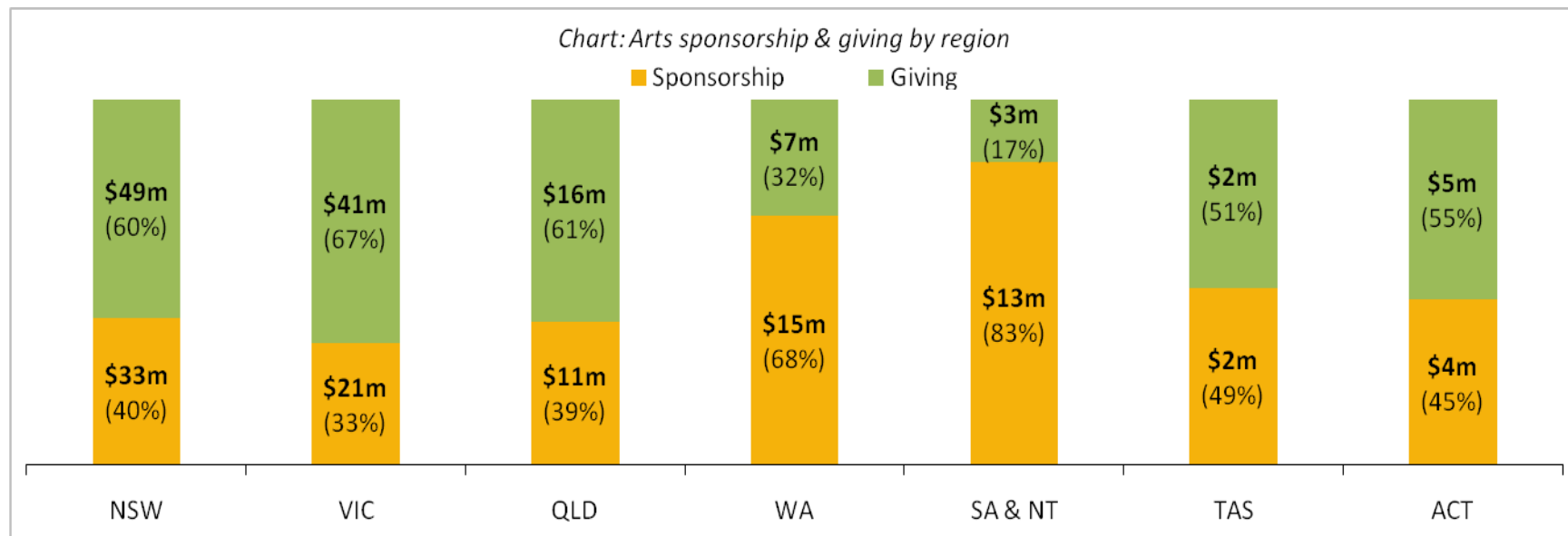
- ⇒ NSW continues to account for the largest share of private sector support, despite a decline in overall support from 2009-08, down almost \$7 million (-8%).
- ⇒ Tasmania was the only other market in which a decline was recorded, down \$1 million from 2008-09 (-20%).
- ⇒ The ACT was the major beneficiary of increased private sector support in 2009-10, recording a 50% increase (+\$2.8 million).
- ⇒ Significant growth was also recorded in QLD (\$4.9m, +22%), WA (\$5.3m, +33%) and SA/NT (\$2.6m, +21%).
- ⇒ Victoria was the most stable market, with a 2% increase in support in 2009-10 (+\$1.3 million).

Chart: Total private sector support for the arts by region



Sponsorship & giving by region

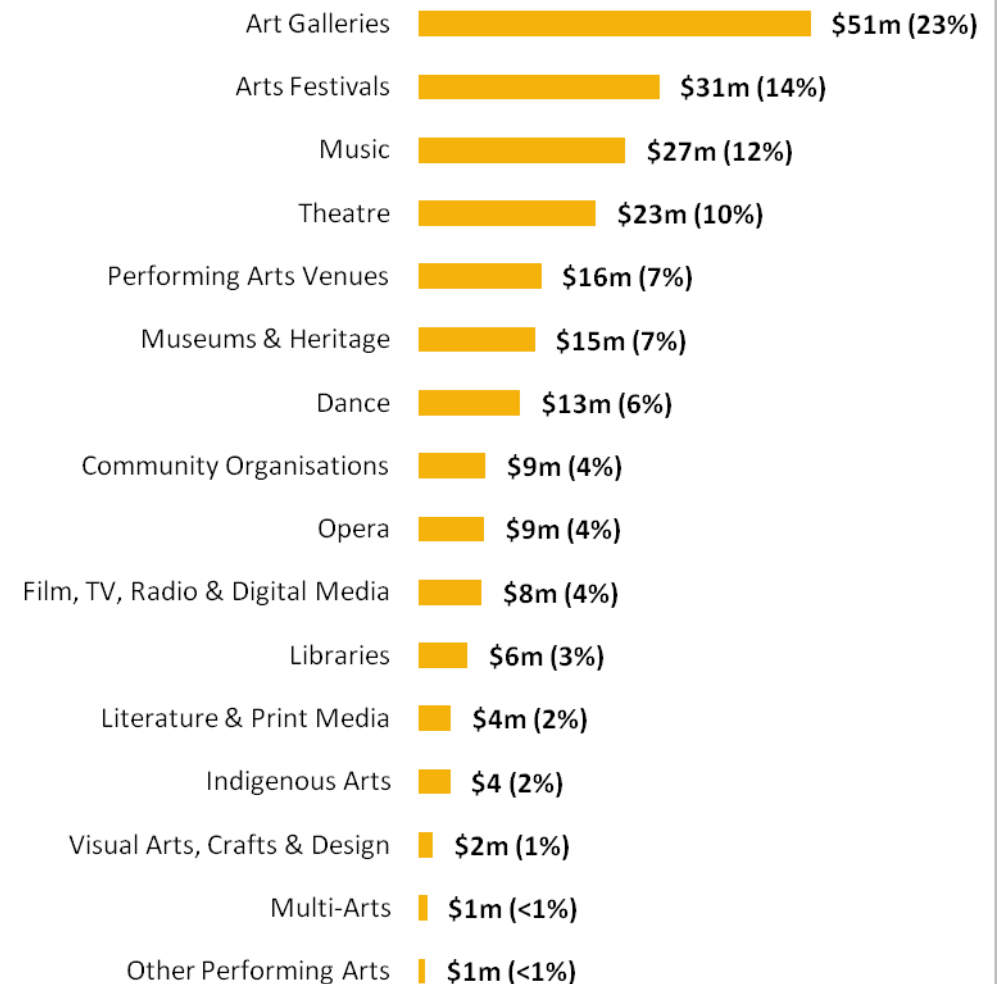
- ⇒ With the exception of WA and SA/NT, giving accounts for the major share of private sector support by region
- ⇒ WA and SA/NT continue to demonstrate strong corporate support
- ⇒ Both Tasmania and the ACT recorded an increased share of national corporate support
 - Percentage in TAS increasing from 32% in 2008-09 to 49% in 2009-10
 - Percentage in ACT increasing from 30% in 2008-09 to 45% in 2009-10
- ⇒ In contrast, Victoria and Queensland recorded a decline in the share of national corporate support
 - Percentage in VIC decreasing from 43% in 2008-09 to 33% in 2009-10
 - Percentage in QLD decreasing from 49% in 2008-09 to 39% in 2009-10



Share of giving by art form

- ⇒ Art galleries accounted for the largest share of private sector support, despite a decline in overall amount (down \$8 million from 2008-09).
- ⇒ Arts festivals also recorded declining support in 2009-10 (down \$8.6 million).
- ⇒ Performing arts organisations as a whole generated a \$7 million increase in private support (\$88.6 million in 2009-10), led by:
 - Theatre (up \$8 million in 2009-10)
 - Dance (up \$3 million in 2009-10)
- ⇒ Music (down \$1.7 million) and Opera (down \$0.7 million) recorded the largest declines for performing arts organisations.
- ⇒ Community organisations recorded a significant uplift in private support, increasing \$5.5 million from 2008-09.
- ⇒ Libraries & literature also increased, generating an additional \$3.4 million in support

Chart: Total private sector support by art form



Sponsorship & giving by art form

- ⇒ The overall decline in support for art galleries in 2009-10 can be attributed to a \$11.2 million decrease in giving from 2008-09
- ⇒ In contrast there was a \$3.2 million increase in sponsorship for art galleries in 2009-10.
- ⇒ The increased supported for theatre organisations can be attributed to a \$9.7 million increase from donations.
- ⇒ Community organisations generated a \$5.1 million increase in giving .

