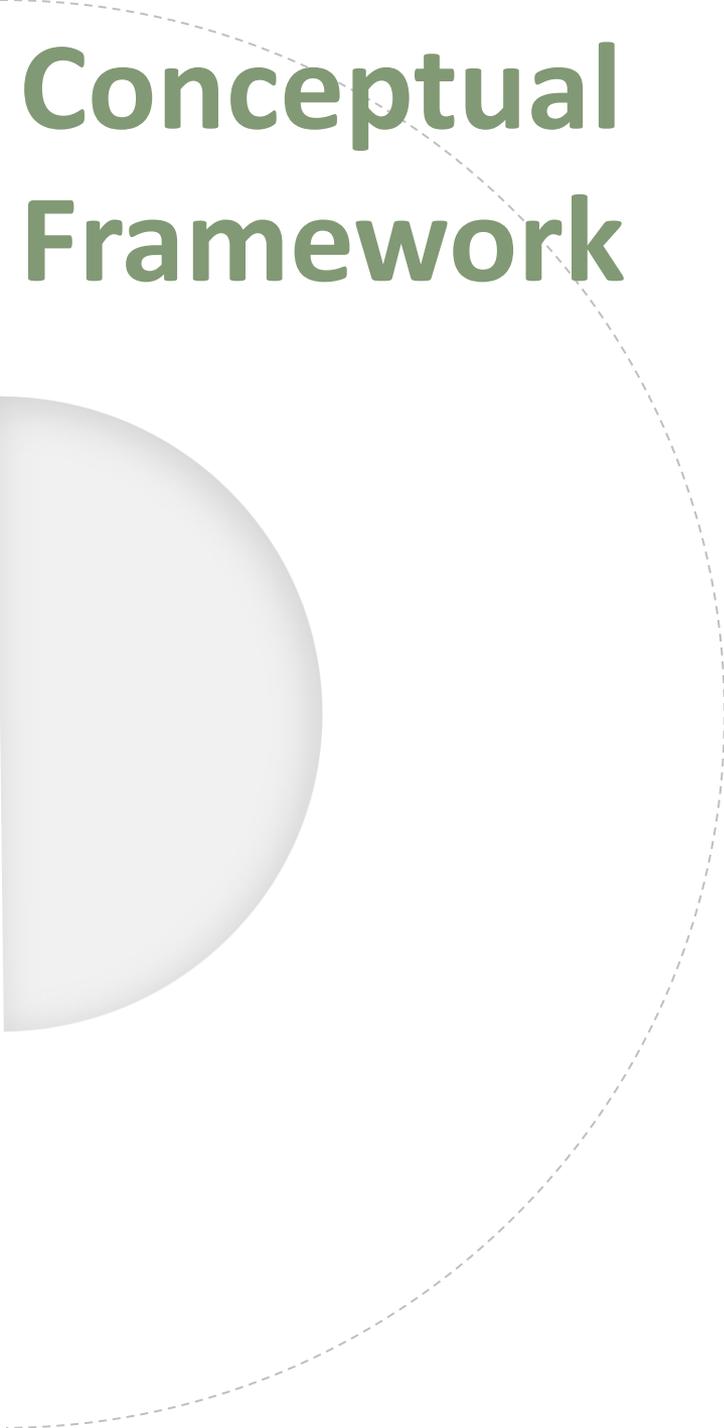


# **Vital Signs: Draft Cultural Indicators for Australia**

# Conceptual Framework

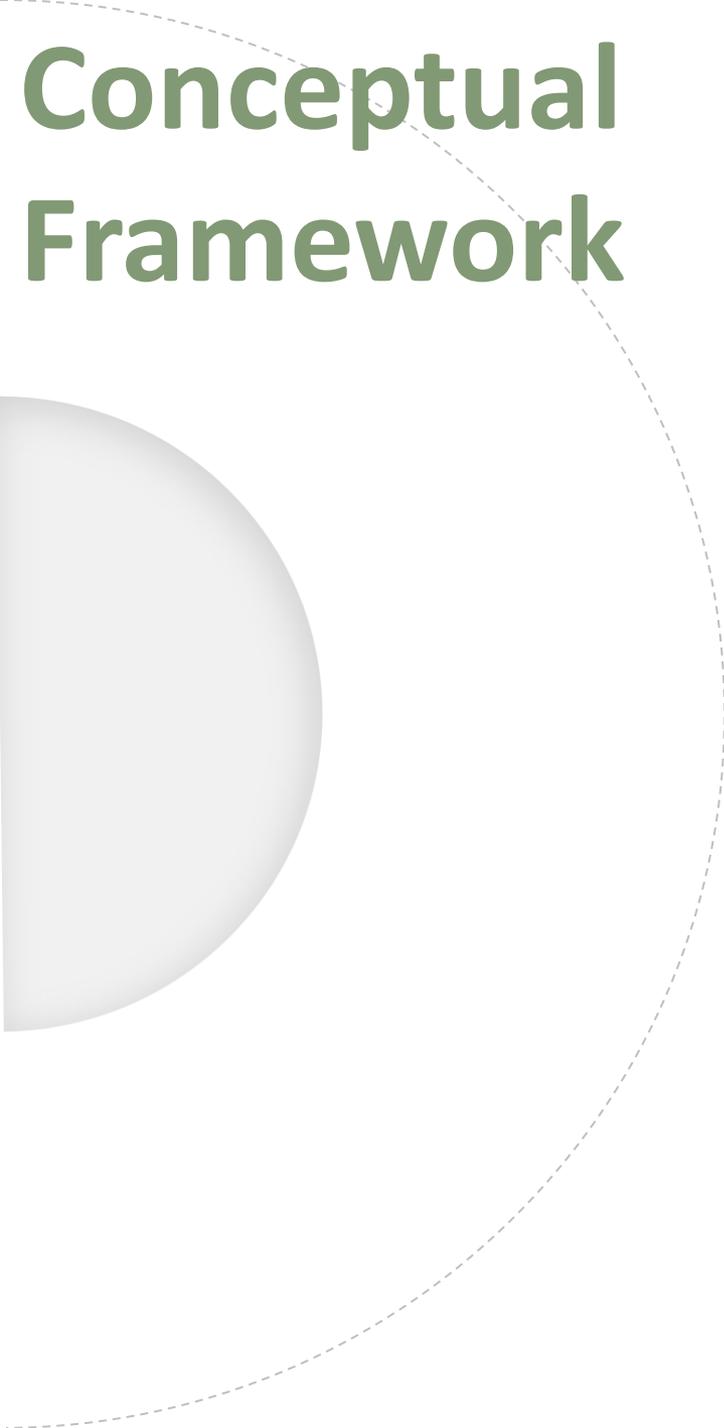


## Why you are here

Vital Signs was first released by the Cultural Ministers' Council Statistics Working Group as a draft set of indicators in 2010.

We are now seeking your feedback on the Vital Signs framework as a proposed set of cultural indicators to capture the value of Australia's arts and cultural sectors.

# Conceptual Framework

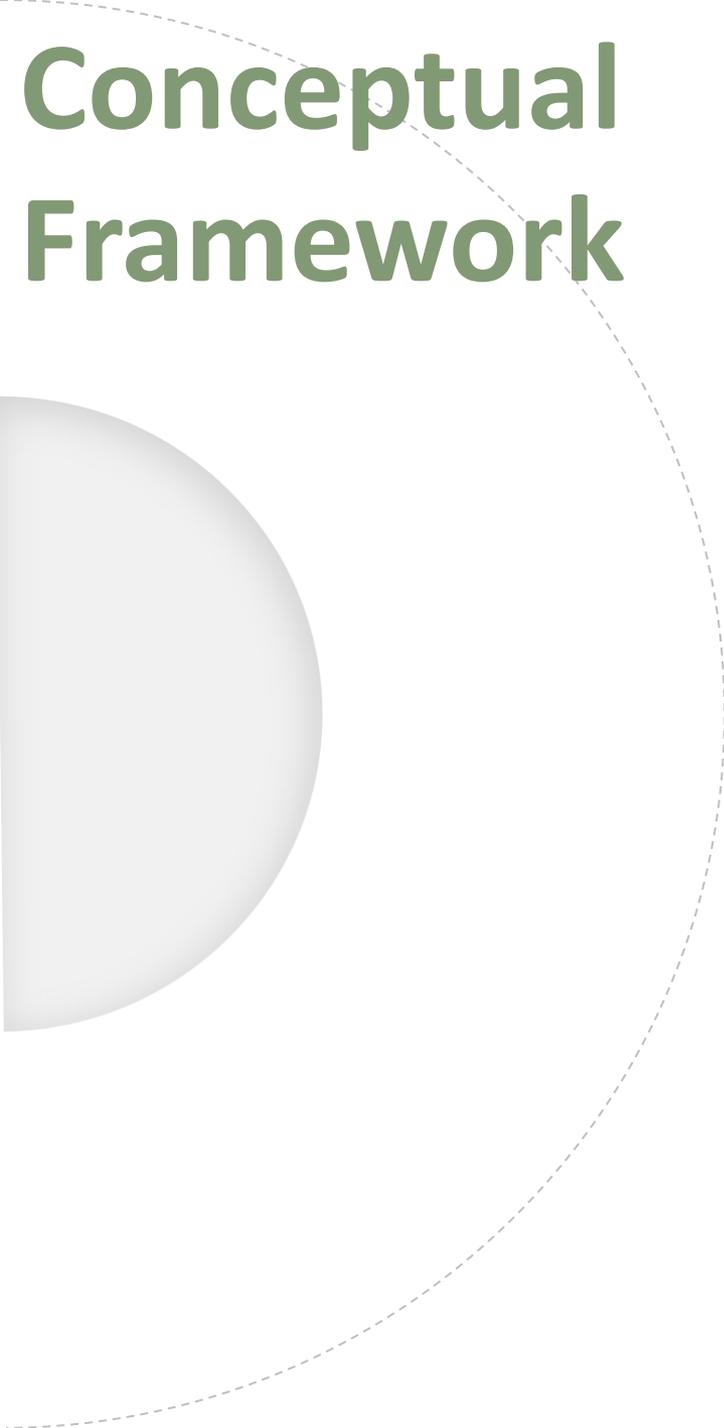


## **What is Vital Signs?**

A set of high level cultural indicators designed to paint a comprehensive statistical picture of the value created by Australia's arts and cultural sectors.

A set of cultural indicators that are both reflective of current practice and aspirational.

# Conceptual Framework



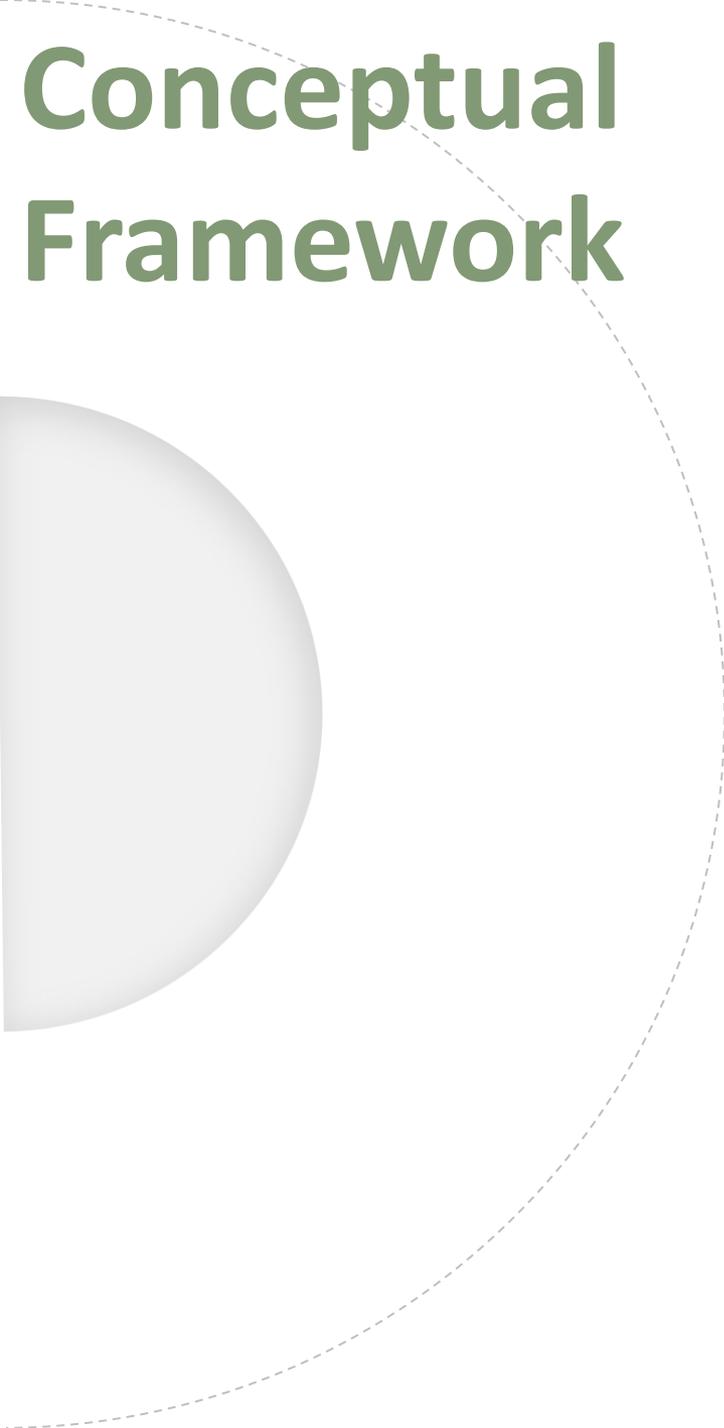
## **Purpose of Cultural Indicators**

Are we becoming more innovative, vibrant, strong, resilient and inclusive as a sector?

Are we reaching the world?

How do we compare to other nations in the world?

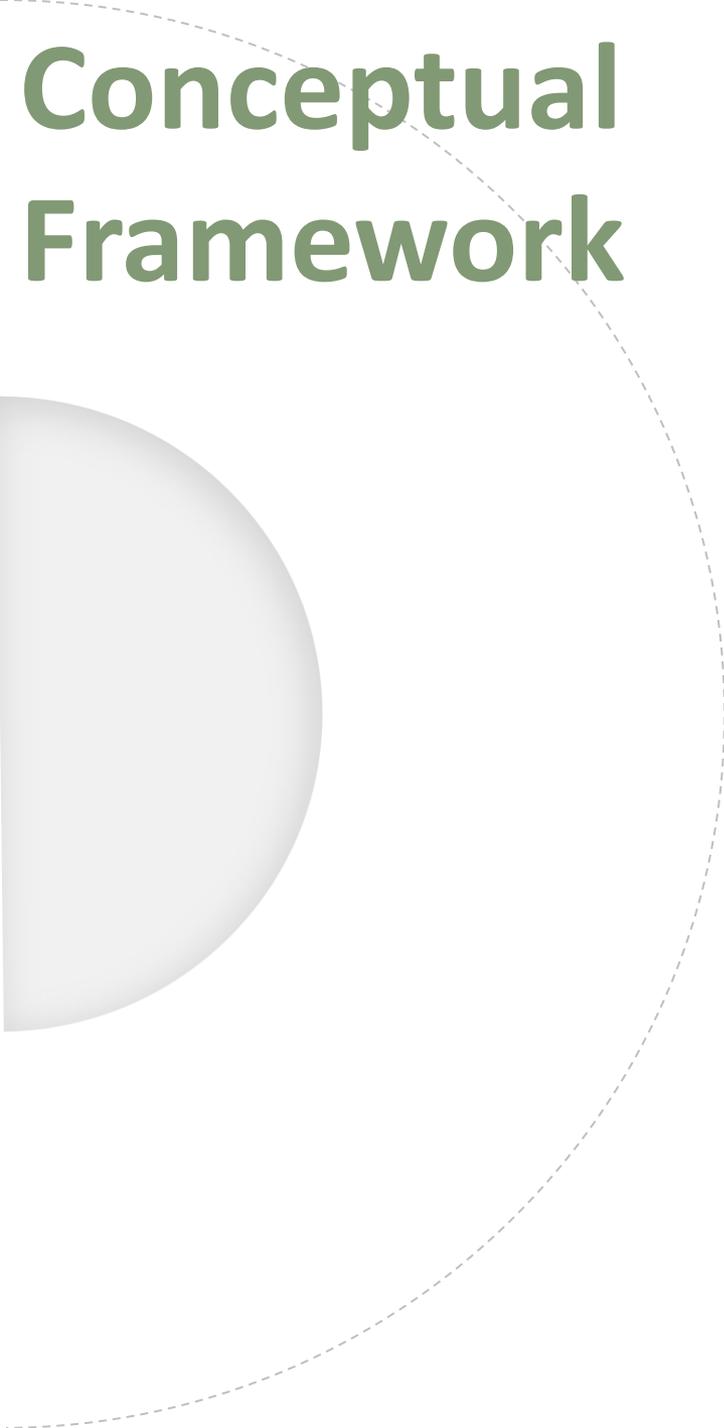
# Conceptual Framework



These values are broadly defined against three themes designed to capture:

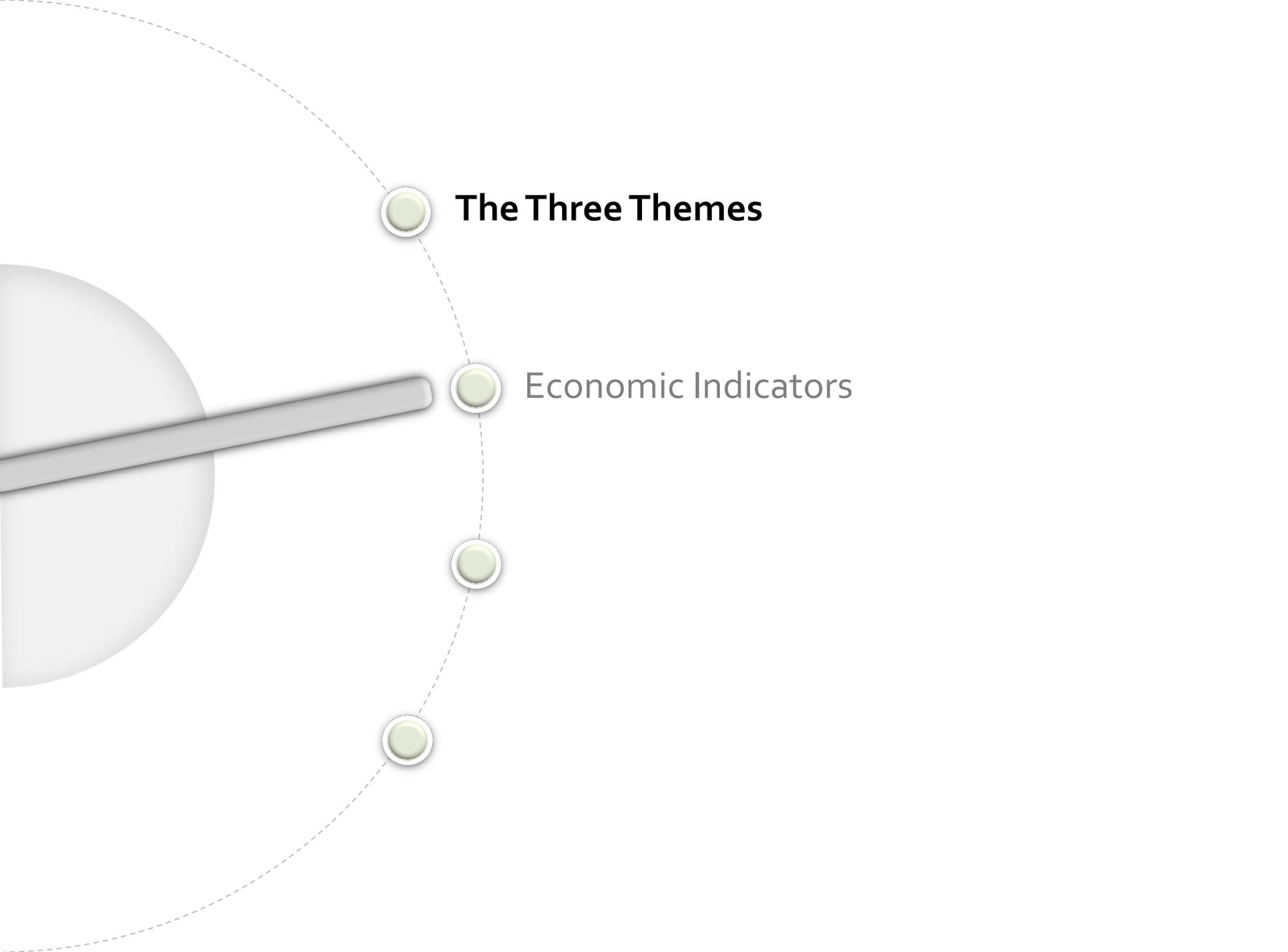
- the key dimensions of artistic production and consumption;
- the personal and public benefits that result from arts experiences; and
- the intrinsic and instrumental values that the cultural sector delivers.

# Conceptual Framework



The three themes are:

- Economic development
- Cultural value
- Engagement and social impact.



**The Three Themes**



Economic Indicators



# Economic Indicators

## 1. Cultural employment

Counts of people employed in cultural occupations and industries to show patterns of employment and forms of engagement in the sector.

- Cultural employment totalled 491,867 in 2011, a 4% increase since 2006.

*Did you know ?*

# Economic Indicators

## 2. Voluntary work

The proportion of the population who volunteer in the arts and culture sector, as well as the count of full-time equivalent sector volunteers.

- 404,000 Australians undertook voluntary work for arts/cultural organisations in 2010.

*Did you know ?*

# Economic Indicators

## 3. Household expenditure

How much Australian households spend on cultural goods and services and what proportion of total household expenditure this represents.

- Average household expenditure on culture was \$45.39 per week in 2009-10.

*Did you know ?*

# Economic Indicators

## 4. Tourist /visitor spend

International and domestic visitor expenditure on Indigenous and non-Indigenous cultural venues, sites and events is a measure of cultural tourism's contribution to the national economy.

- In 2009, international and domestic cultural and heritage visitors spent a total of \$26.9 billion.

*Did you know ?*

# Economic Indicators

## 5. Government support for culture

This indicator represents total government financial support for the arts and cultural sector – and includes funding support from all three tiers of government.

- In 2010-11, the estimate of total expenditure by the three tiers of government was \$6,650.2m for cultural activities.

*Did you know ?*

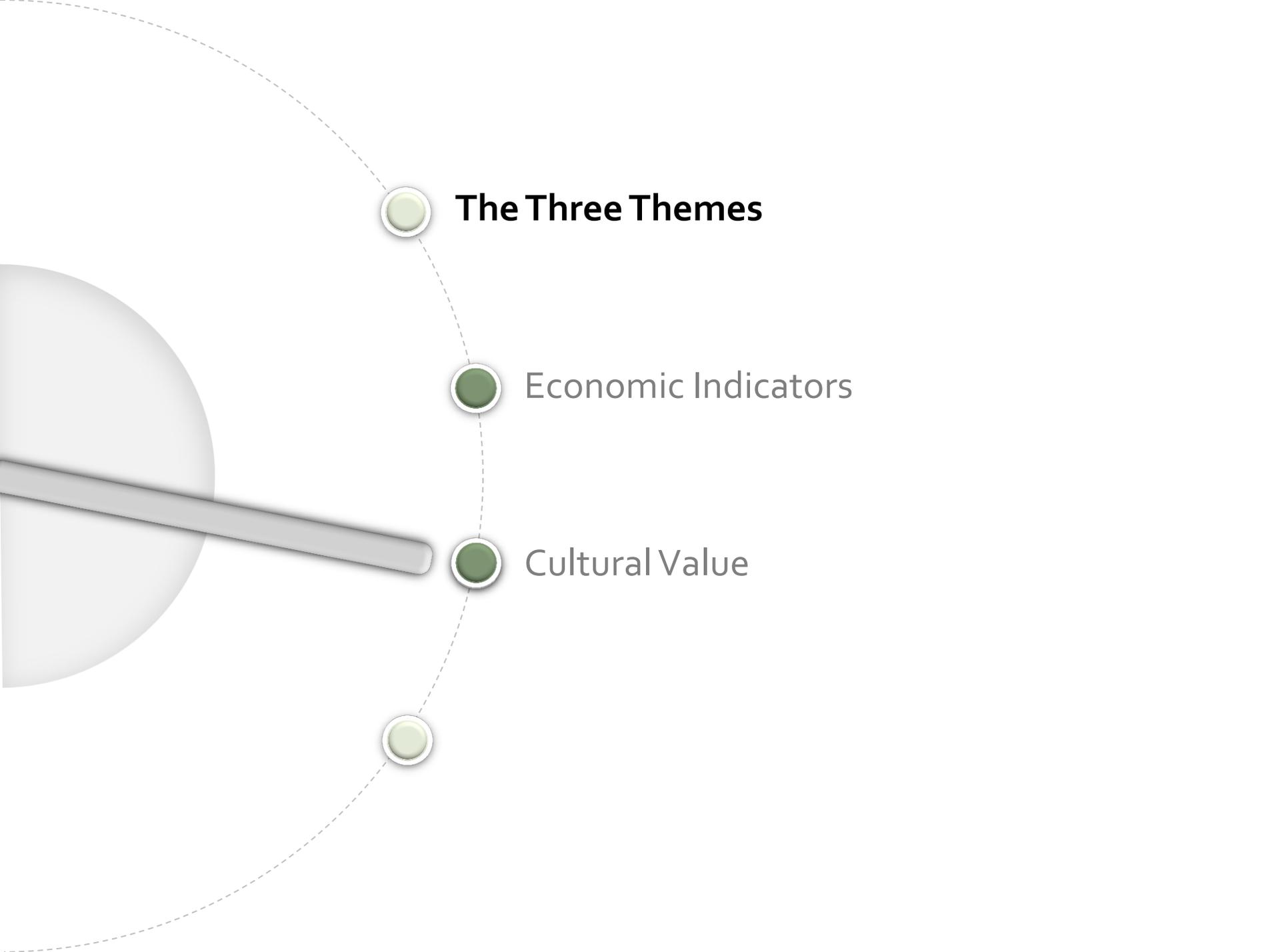
# Economic Indicators

## 6. Economic Contribution of the Arts & Cultural Sector

This indicator represents the economic impact of cultural industries.

- The value of cultural goods and services produced in Australia in 2005-06 was estimated to be \$47.6 billion.

*Did you know?*



**The Three Themes**



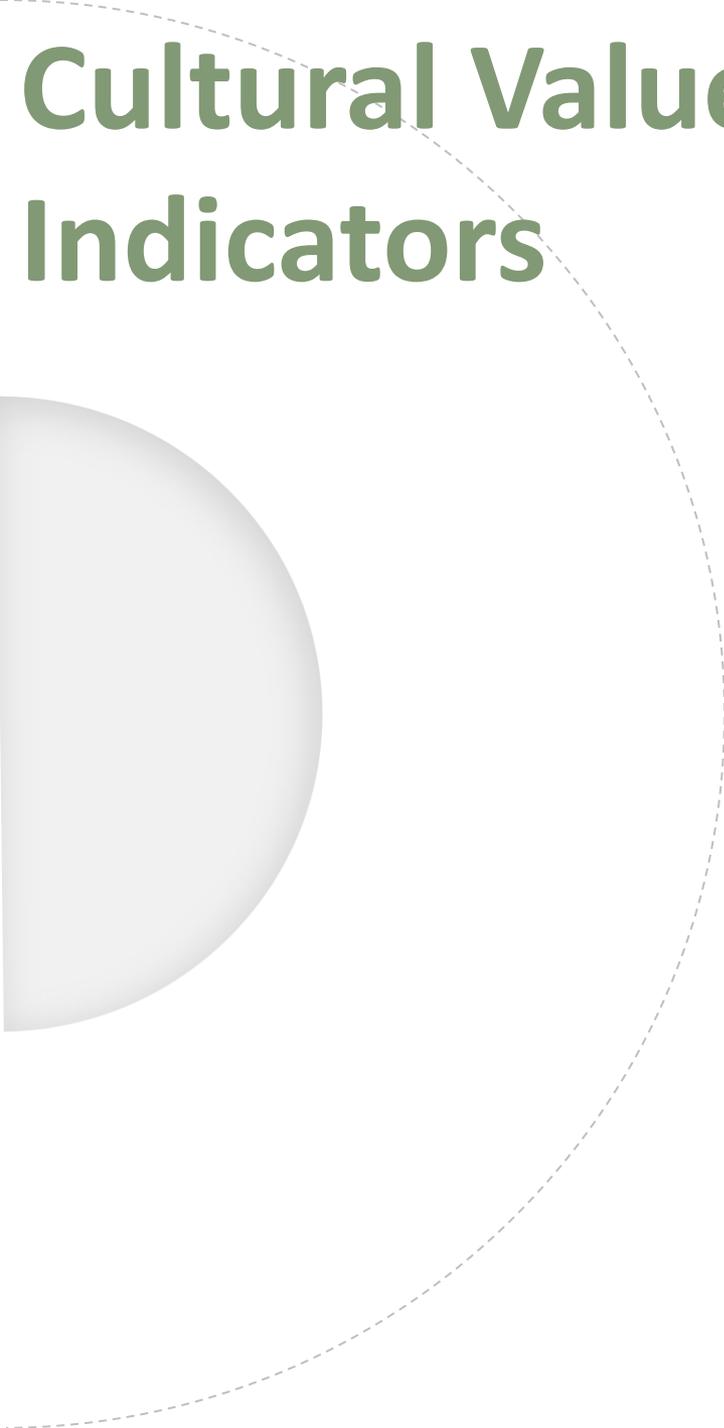
Economic Indicators



Cultural Value



# Cultural Value Indicators



## 1. Cultural assets

Cultural assets are a measure of the size of the nations material cultural heritage.

- Number of significant buildings, sites, monument and shipwrecks
- Capital expenditure on buildings
- Programs adding cultural value to natural resources
- Heritage and library collections and Indigenous art centers

# Cultural Value Indicators



## **2. Human Capital**

This indicator represents development and support for artists and their creative practice.

## **3. Cultural Identity**

The opportunities to experience and express ourselves as Australians.

# Cultural Value Indicators

## 4. Innovation

Support for innovation in the arts and culture.

## 5. Global Reach

Australia's ability to project its arts and culture internationally.

- In 2009-10 Australia's export trade in cultural goods was valued at \$539.8 million.

*Did you know ?*



## The Three Themes



Economic Indicators



Cultural Value



Social Value



# Social Value Indicators

## 1. Cultural attendance

Cultural attendance represents the frequency of attendance cultural venues, events and sites.

- In 2009-10, 15.0 million or 86% of the Australian population aged 15 years and over (17.5 million) attended at least one cultural venue or event.

*Did you know?*

# Social Value Indicators

## 2. Cultural participation

Cultural participation represents the extent of community participation in arts and cultural activities.

In 2012, more than one third of children aged 5 to 14 years (35% or 980,700) participated in at least one organised cultural activity (playing a musical instrument, singing, dancing, drama or organised art and craft) outside of school hours.

*Did you know?*

# Social Value Indicators



## **3. Access**

Access measures the provision of regional programs in arts and culture.

## **4. Education**

Education in arts and culture represents the take-up of take up of educational opportunities in arts and culture.



**What we need  
to know from  
you**

# Some Questions for Consideration



- Do we need a set of national cultural indicators?
- What should be the role of national cultural indicators?
- Is the 3-themed framework - based on economic, cultural and social value – the most appropriate framework for organising the data?

# Some Questions for Consideration

- Are the indicators identified in *Vital Signs* the most appropriate measures?
- How could these indicators be useful to you?

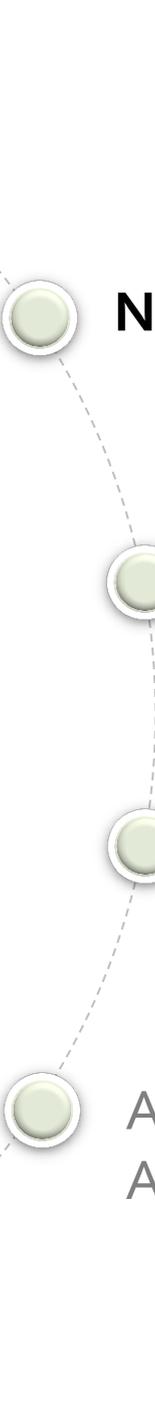


**We need your help!**

Take part in our [online survey](#)

Participate in a focus group

Take part in the conversation online

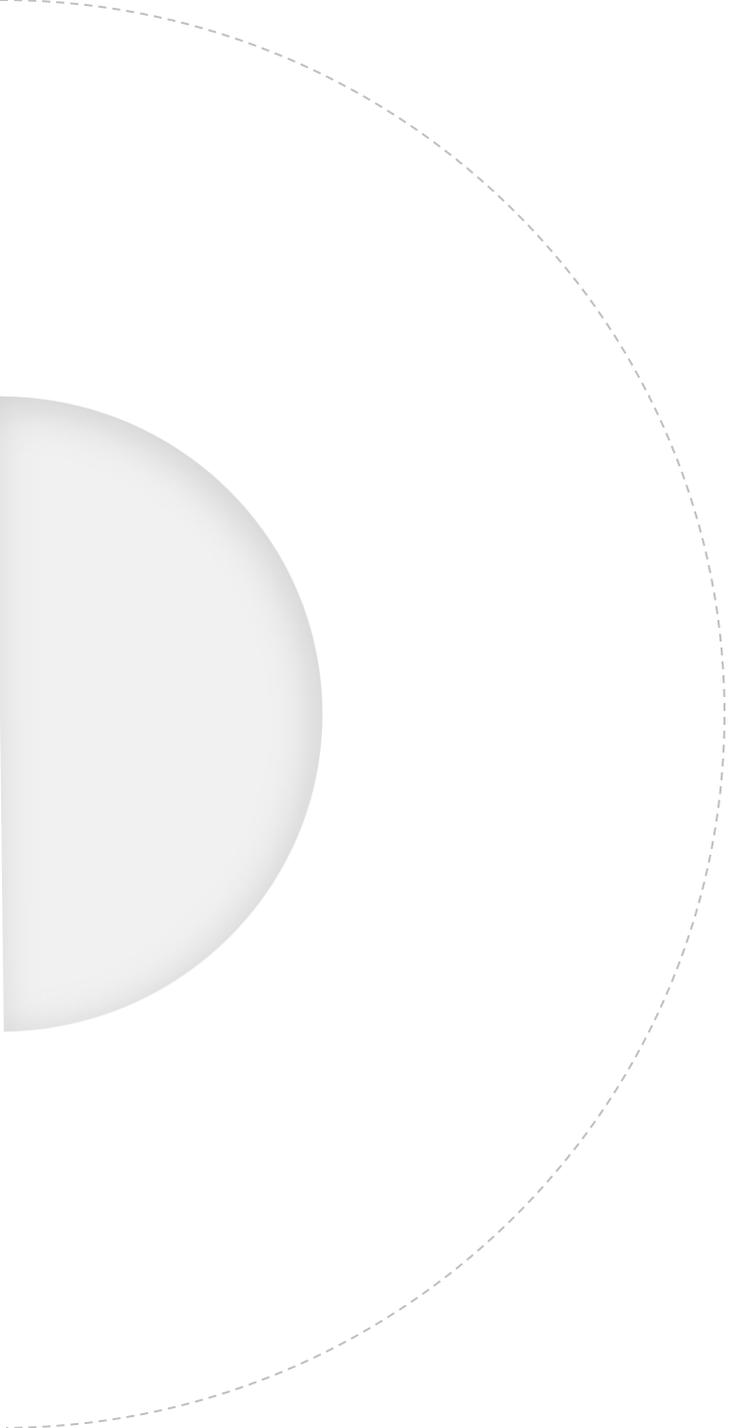


**Next Steps**

Your feedback will be published back to you

Reissue *Vital Signs*?

Advocate for the value of arts and culture to Australian life



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Statistics Working Group**