

Measuring Impact

A report on the impact of the small to medium arts sector in South Australia

South Australia's small to medium arts sector and independent artists are a major contributor to South Australia's reputation, well-being and economy and have often been described as the engine room of the arts.

Most organisations release annual reports but to date there has been no data available on the combined impact of the sector. In order to address this, Arts Industry Council of SA (AICSA) appointed independent consultants Jones MacQueen in 2019 to establish templates to gather data, statistics and information.

Respondents include organisations funded through the Arts South Australia Arts Organisation program and through Carclew as well as independent companies. A total of 33 organisations (10 regional and 23 metropolitan) responded providing data from their 2018 activities, programs and annual reports.

We thank the respondents for their input and AICSA is delighted to now release the results of the inaugural Measuring Impact Report.

Andrea Russell at Spectra 2018 exhibition launch, *Art and the Consequence of Collaboration*. Photograph Sia Duff. Image courtesy of ANAT.

Prepared by the

**ARTS INDUSTRY
COUNCIL OF
SOUTH AUSTRALIA** *an independent
voice for the arts*

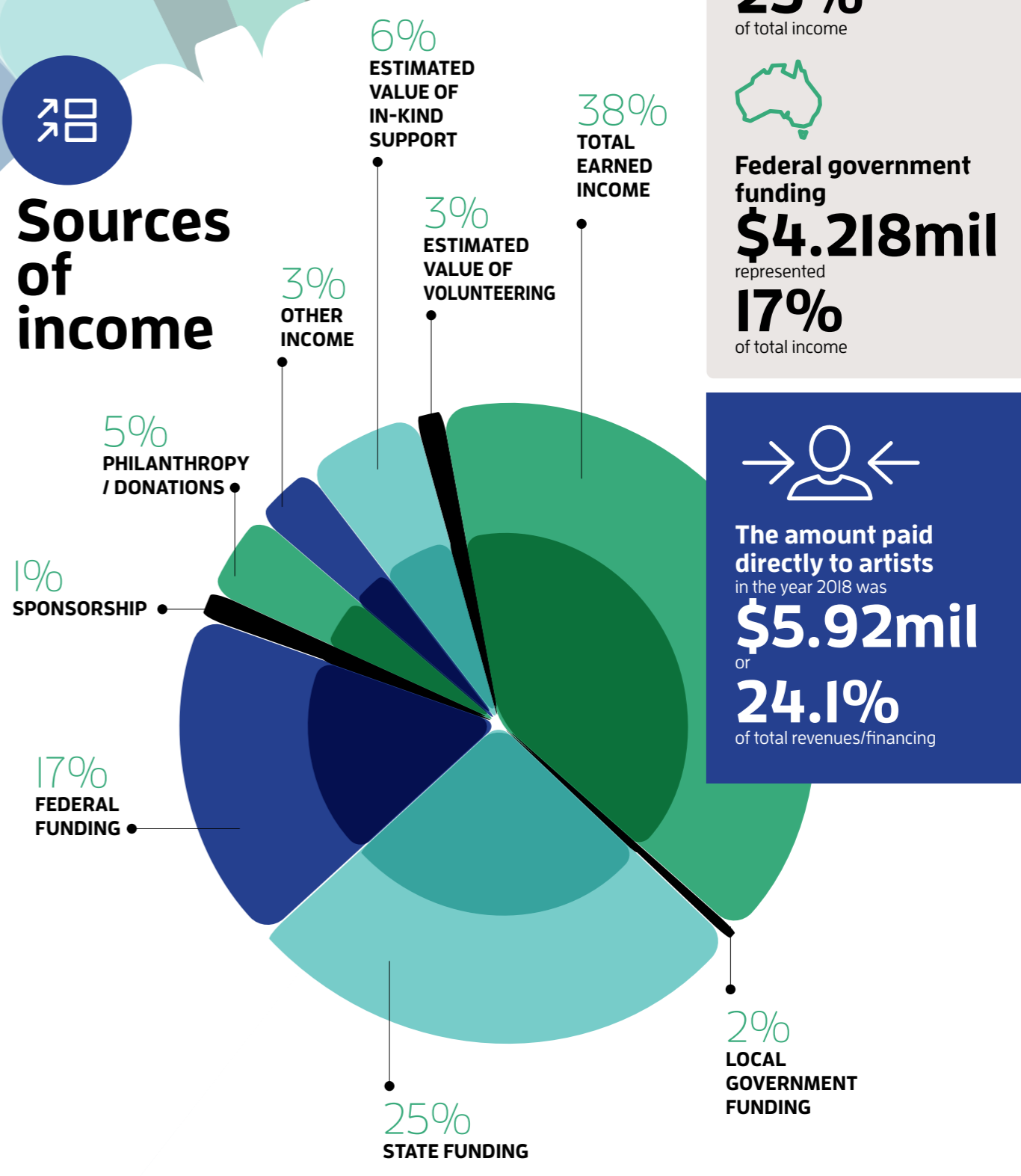
Economic Impact

The organisations and individuals surveyed as representative of the small to medium arts sector generated revenues and financing in 2018 of **\$25.4 million** from the following sources:

	\$ MILLION	PROPORTION
Sales Revenue (Earned Income)	9.749	38.4%
Commercial Sponsorship	0.343	1.4%
In-kind sponsorship	1.498	5.9%
Volunteer time	0.820	3.2%
Donations	1.14	4.5%
Government Grants		
Federal	4.218	16.6%
State	6.368	25.1%
Local	0.385	1.5%
Other	0.837	3.3%
Total	25.358	100.0%



Sources of income



State government funding
\$6.368mil
 represented **25%**
 of total income

Federal government funding
\$4.218mil
 represented **17%**
 of total income

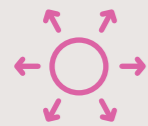
The amount paid directly to artists
 in the year 2018 was
\$5.92mil
 or
24.1%
 of total revenues/financing

The sector is commercially oriented and entrepreneurial, generating 38% of its financing from sales revenue \$9.8mil in ticket sales, entry fees and other income

Plus a further **7.3%** in corporate sponsorship (including in kind)

Community support through donations and volunteering comprised a further **7.7%**

Artistic Outcomes



TOURING

Companies embarked on

30
South Australian tours,
29
Australian tours and
20
international tours.



AUSTRALIAN WORK PRESENTED

The small to medium sector presented a total of

445
Australian works
in 2018, a combined total of
67%
of all programming
in that year.

WORK CREATED WITH AND FOR SPECIFIC GROUPS AND COMMUNITIES

People in Regional & Remote Areas
19

Aboriginal & Torres Strait Islander People
10

People with Disability
10

Younger People
9

Culturally & Linguistically Diverse People
8

Women
6

LGBTQI People
5

Children
4

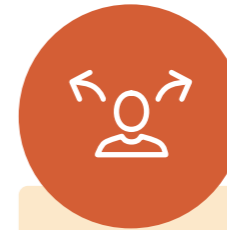
Older People
4

Men
3

27%
NEW
AUSTRALIAN
WORKS
CREATED/
PRESENTED

40%
EXTANT
AUSTRALIAN
WORK
PRESENTED

33%
NON-AUSTRALIAN
WORK PRESENTED



WORK MADE & PRESENTED

Creative developments undertaken:

109

Residencies undertaken:

40

Mentorships undertaken:

21

New Australian works created/presented:

182

Extant Australian work presented:

263

Non-Australian work presented:

222



OTHER PRESENTED & PUBLISHED WORKS

PERFORMANCES, EVENTS & SCREENINGS

Number of self-entrepreneuried presentations:

313

Number of contract fee presentations:

584

Number of co-productions:

92

Number of outside hires:

190

EXHIBITIONS

Number of self-curated/initiated exhibitions:

90

Number of self-curated/initiated exhibition days:

3,781

Number of other exhibitions:

23

Number of other exhibition days:

1,271

PUBLICATIONS

Number of publications/issues:

68

Number of sales:

49,557



Honor Freeman. Photograph by Angus Lee Forbes (commissioned by Australian Design Centre). Image courtesy of Guildhouse.

Audiences

ATTENDANCE AT FREE EVENTS

Metropolitan SA:
148,392

Regional SA:
135,305

Interstate:
32,467

International:
5,266



In 2018

1.8 million people

experienced work made or presented by the South Australian small to medium arts sector in metropolitan & regional SA, interstate and overseas.

3,088 people paid to participate in workshops, masterclasses and other educational activities.

14,200 people attended free workshops and other activities.



TICKETS SOLD

339,189 people bought tickets to the work of SA's small to medium arts companies:

75,801 in metropolitan Adelaide

14,948 in regional SA

36,960 interstate

211,480 at international presentations



DIGITAL ENGAGEMENT

Website/Blog visits:
886,525

Facebook followers:
94,556

Twitter followers:
116,686

YouTube views:
15,875

Vimeo views:
21,036

Soundcloud plays:
107

Employment & Volunteering



850+ artists employed and sub-contracted

220+ arts workers employed



1019 Volunteers contributed

61,632 hours

of unpaid work to the sector over 2018

Services & Support

The small to medium sector provides artist representation, consultation and information and responded to over

6,500 requests for support in 2018

This includes **Artistic advice and support, skills, technical support and contacts, letters of support, funding, networking, feedback, services, general information sessions, grant application assistance, consultations, publicity and marketing, auspicing, production, manuscript assessment, mentoring, chapter feedback, sensitivity reading, program opportunities and studios**



PROFESSIONAL DEVELOPMENT, WORKSHOPS AND OTHER ACTIVITIES OFFERED

Number of seminars/forums:
59

Number of residencies:
65

Number of conferences:
3

Number of workshops:
632

Number of mentorships:
39

Other activities:
91

(including networking events, exhibition openings, informal showings)





THANK YOU

AICSA thanks the organisations, producers and independent artists who provided their data and information to make this report possible.

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All information gathered in this report was provided by organisations and individuals and compiled by Jones MacQueen. Results published January 2020.

Dancer Jianna Georgiou. Photograph Shane Reid.
Image courtesy of Restless Dance.

ORGANISATION RESPONDENTS

ACE Open	LWDance Hub
ActNow Theatre	Millicent Gallery
Adelaide Chamber Singers	Naracoorte Regional Art Gallery
Art Engineers	Nexus Arts
Australian Network for Art and Technology	Patch Theatre
Australian String Quartet	Rain Moth Gallery
Burra Regional Art Gallery	Regional Galleries
Brink Productions	Association Incorporated
Chamber Music Adelaide	Restless Dance Theatre
Coorong Gallery	Slingsby
FEAST Festival	The Art House - Clare & Gilbert Valleys Council
Guildhouse Inc	The Mill
Gravity & Other Myths	Tutti Arts Inc
HATs Inc	Walkway Gallery
JamFactory Barossa	Windmill Theatre Co
Kapunda Community Gallery	Writers SA
KneeHigh Puppeteers T/A Open	Vitalstatistix Incorporated
Space Contemporary Arts	