

And finally the numbers

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Why do we need numbers?

- Mapping the size and importance of the cultural sector
- Evidence-based policy-making
- Monitoring and evaluation
- Research
- Advocacy

The challenge: Measuring the value of culture

- Increased interest in “public value”
- Distinction between contribution and impact
- Uses and limitations of cost-benefit analysis
- Distinction between economic and cultural value

Measurement of economic value

- Direct “use value” – reflected in observable financial flows
- “Non-use value” – the public-good value of the arts
 - measured as willingness-to-pay
 - assessed by surveys, etc.



Measurement of cultural value

- A range of elements including aesthetic, spiritual, symbolic value, etc.
- Measurement by direct assessment or via cultural indicators

Statistics: supply side

- Production
 - gross value of production
 - value added
 - exports etc.
- Employment
 - artists
 - creative workers

Statistics: demand side

- Consumer expenditure
- Frequency of attendance etc.
- Participation, creativity
- Attitudinal data

Statistics: cultural funding

- Funding by level of government
- Funding by artform
- Funding for national cultural institutions
- Funding allocations by Australia Council and State and Territory arts agencies



The new UNESCO framework for cultural statistics

- Replaces 1986 framework
- Not a blueprint but a guide to consistent data collection
- Identifies “domains” of activity: heritage, performance, visual art, books, audio-visual etc.

And finally ... some numbers

- 1, 2, 3, 4, 5