



# Public Accounts and Estimates Committee 2011-12 Budget Estimates Hearing **ARTS**

Premier and Minister for the Arts Ted Baillieu  
Friday 13 May 2011

# Arts Portfolio – Total Annual Budget

**2010-11**  
**\$449.4m**

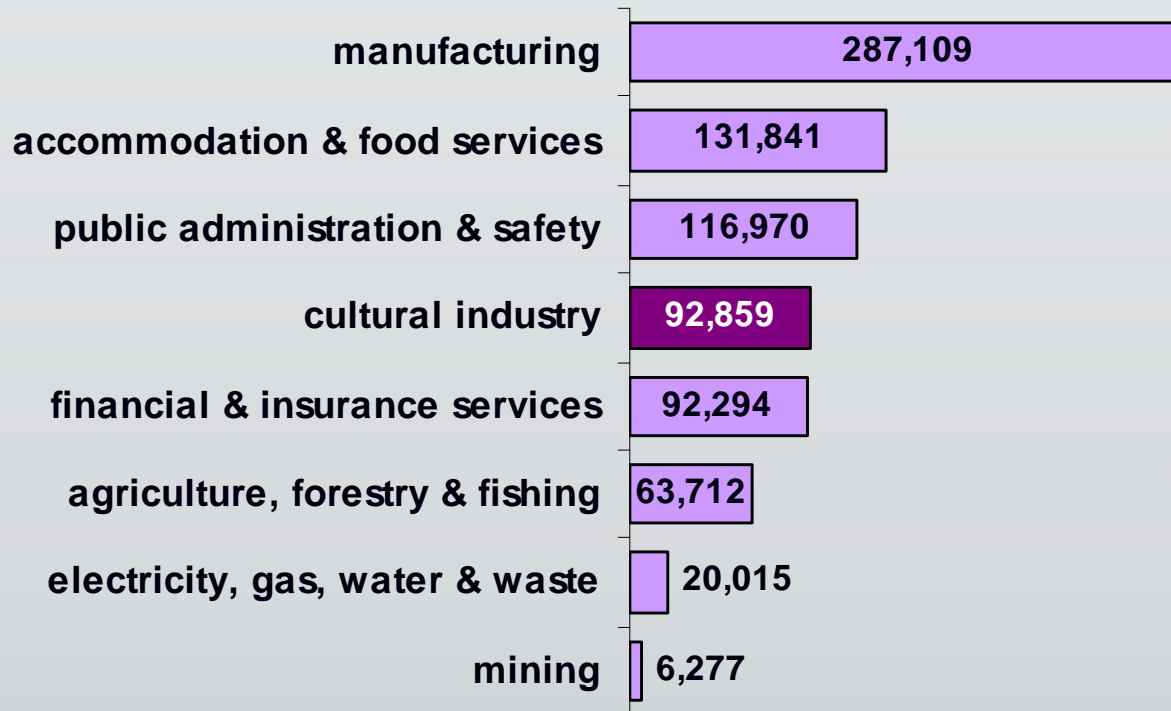
Net increase:  
\$11.7m

**2011-12**  
**\$461.1m**

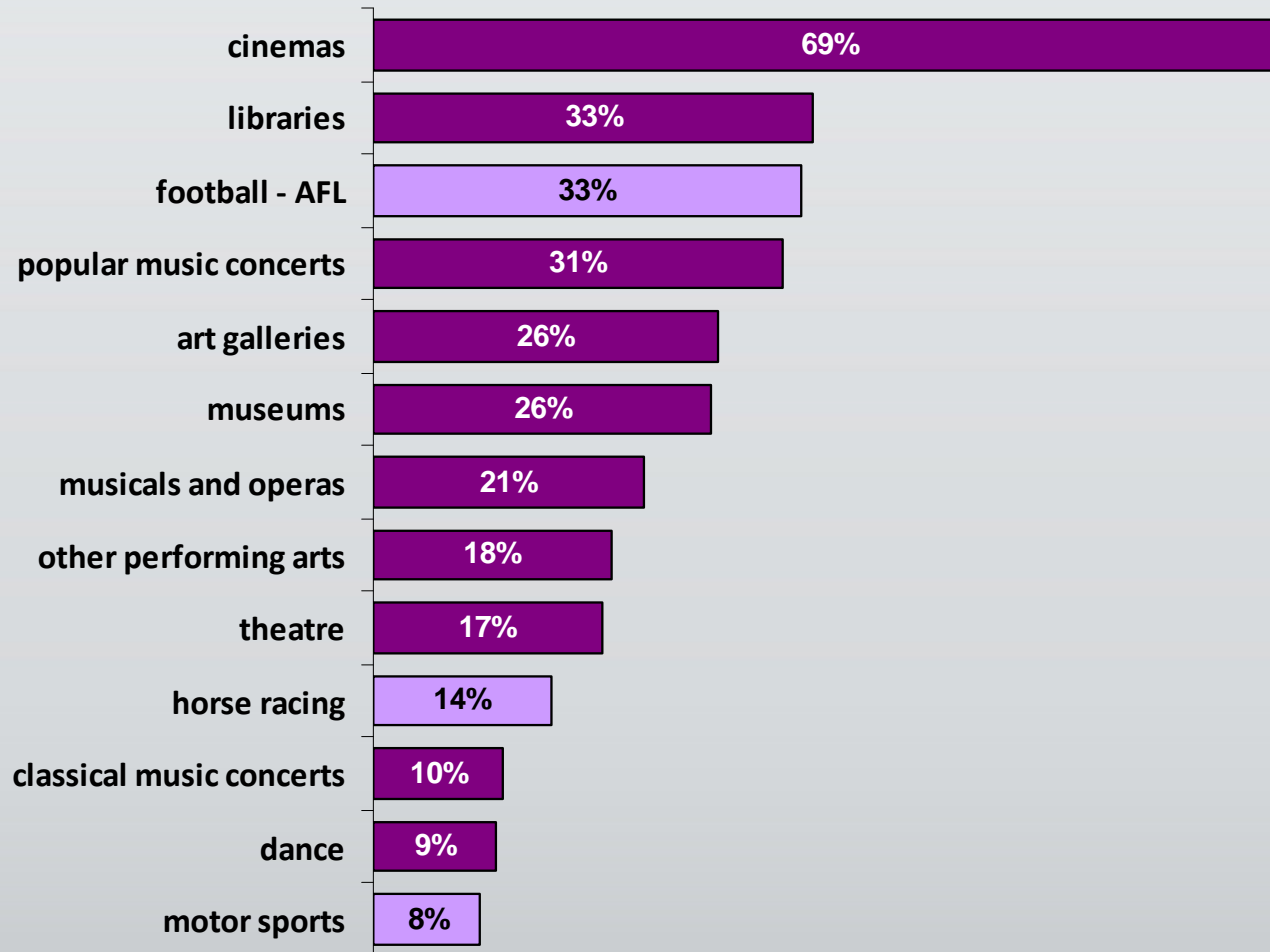
# Contribution of the Arts - Economic

- ▶ Cultural Tourism – almost 600,000 international and 2.5m interstate overnight visitors
- ▶ Melbourne Winter Masterpieces – \$160m since 2004
- ▶ Melbourne International Arts Festival - \$48m
- ▶ Bendigo Art Gallery's The Golden Age of Couture Exhibition - \$9.4m to the region
- ▶ Wangaratta Jazz Festival – \$5.4m to the region
- ▶ Public Libraries - \$120m to the State

# Contribution of the Arts - Employment



# Contribution of the Arts – Participation



Source: ABS 4114.0 - Attendance at Selected Cultural Venues and Events, Australia, 2009-10;  
ABS 4174.0 - Spectator Attendance at Sporting Events, 2009-10

# Australia's Cultural Capital

“Melbourne...nurtures its entrepreneurial brands, has a thriving literary and cultural life and exudes self confidence”

– The Age, 2009

“Perth's young creatives have been flowing out. And re-energised Melbourne is the main destination of choice”

– Weekend Australian, 2011

“[Melbourne] has quietly cultivated an aesthetic all of its own, finally emerging as the nation's cultural home”

– Australian House and Garden, 2008

Australians rate Melbourne as the leading destination for major international sporting and cultural events and theatre

– Melbourne and Victoria Brand Health Survey, 2010

“Melbourne has always been a city for artists”

– Lonely Planet, 2008 Edition

# Maintaining Our Strengths

- ▶ World-leading iconic arts and cultural agencies
- ▶ State-wide cultural infrastructure
- ▶ Strong and diverse independent arts scene
- ▶ Vibrant calendar of cultural events
- ▶ Internationally-recognised creative talent

# 2011-12 Budget Initiatives

Victorian College of the Arts	\$24m
Victorian Sculpture Initiative	\$1m
International Chamber Music Competitions at MRC	\$400k
Regional Arts Transformation	\$4m
Boost to Multicultural Arts Victoria	\$480k
Community History Grants	\$1.7m
Connecting Communities to the Arts	\$11.3m
Melbourne International Comedy Festival	\$4.3m
Melbourne Writers Festival: City of Literature	\$1m
Sustaining the SLV	\$5.6m
MRC Sustainability	\$2m
MSO: Business Interruption	\$1.8m
Support for Music Victoria	\$500k
Circus Oz New Home	\$15m
Southbank Cultural Precinct Blueprint	\$500k

**TOTAL:**  
**\$73.5m**  
over four years



# Nurturing Our Creative Talent

- ▶ Victorian College of the Arts \$24m
- ▶ Multicultural Arts Victoria \$480k
- ▶ Music Victoria \$500k

# Transforming Our Communities

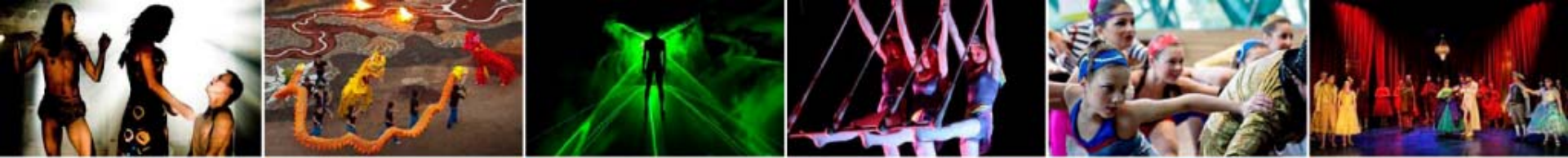
- ▶ **Regional Arts Transformation** **\$4m**
  - ▶ Small Towns Transformation (\$2m)
  - ▶ Regional Touring (\$2m)
- ▶ **Victorian Sculpture Initiative** **\$1m**
- ▶ **Connecting Communities to the Arts** **\$11.3m**
  - ▶ Small, independent arts sector
  - ▶ Community and education partnerships with artists
  - ▶ Access to Victoria's cultural collections
- ▶ **Community Grants** **\$1.7m**
  - ▶ Local History Grants Program
  - ▶ Victorian Community History Awards

# Boosting Our Competitive Edge

- ▶ Melbourne International Comedy Festival \$4.2m
- ▶ Circus Oz New Home \$15m
- ▶ Melbourne Writers' Festival:  
City of Literature \$1m
- ▶ International Chamber Music Competitions  
at Melbourne Recital Centre \$400k

# Securing Our Legacy

- ▶ Sustaining the State Library of Victoria \$5.6m
- ▶ Melbourne Recital Centre Sustainability \$2m
- ▶ Southbank Cultural Precinct Blueprint \$500k
- ▶ Melbourne Symphony Orchestra:  
Business Interruption \$1.8m



**ARTS  
VICTORIA**

