

Project information

About us: Deloitte Access Economics is Australia's pre-eminent economic consultancy and is part of the professional services firm Deloitte Touche Tohmatsu (Deloitte). Deloitte is committed to making an impact that matters. Through its Reconciliation Action Plan (RAP), the organisation committed to draw on the capabilities of Deloitte Access Economics and develop a project pro bono that would build on existing literature and influence public discussion on an area of Indigenous affairs. Following discussions with the Australia Council for the Arts and other key stakeholders in the sector, we believe there is a significant opportunity to consider the cultural and economic contribution of Indigenous visual arts in Australia.

The Australia Council for the Arts is the Australian Government's arts funding and advisory body. As a government statutory authority, the Australia Council seeks to make more visible the vitality of Australia's arts and culture, and to recognise the evolving way that Australians make and experience art. Their research aims to strengthen the evidence base for understanding key issues in the Australian arts sector.

About the project: Deloitte Access Economics and the Australia Council for the Arts are working in partnership, and with the Indigenous visual arts industry, to produce a report examining the cultural and economic value of Indigenous visual arts. The purpose of the report is three-fold:

- Provide Indigenous arts organisations, galleries and artists with an evidence-based resource that conveys both the cultural and economic value of their sector;
- Promote the role of the Indigenous visual arts industry nationally and internationally, and in the broader economy;
- Bring together and build on existing research, to create an industry-wide picture that informs decision making and advocacy.

This is a unique study as the economic contribution of Indigenous visual arts in Australia has never before been quantified at a sector-wide level in this way.

A partnered approach: The Australia Council for the Arts and Deloitte Access Economics will be drawing on their unique capabilities and skills for the delivery of this project.

- The Australia Council for the Arts will be developing the cultural component, ensuring that Indigenous voices are highlighted in articulating the important role visual arts play in Indigenous culture and story-telling; and bringing together research about the relationship between arts and cultural practice and wellbeing, and the roles and impacts of cultural practitioners in building resilient communities.
- Deloitte Access Economics will be collecting data to articulate the economic contribution of the industry in Australia, including in employment, tourism and broader economic impact. Part of this will be developing a survey of private art businesses to build on existing sector research (such as the *Aboriginal and Torres Strait Islander Art Economies* project).

Use: If successful, the report will be publicly launched and released for use by all. We would like this piece of work to be owned and used by the Indigenous visual arts sector and their communities for their unique and individual purposes.

Survey: Deloitte Access Economics has developed a survey to collect information from private art businesses for the purposes of estimating the economic contribution. The survey will take approximately 60 minutes to complete. This is a critical input into our economic contribution as it fills an existing data gap.

Deloitte Access Economics will be handling all information and data from the survey. They will keep and store this information in a confidential manner and will not reveal it to any other commercial gallery or party. The Australia Council for the Arts will not have access to any of the data provided. Individual businesses will not be identified in the report – all information and data will be reported at an aggregate level to avoid identifying the responses of individual organisations. The data will be stored securely on Deloitte's information system.

Your choice: Businesses can participate only if they agree to, and can stop the survey whenever they want to. Either way, the relationship with the Australia Council for the Arts will not be affected.

Contact: If you have any questions or concerns, you can contact Deloitte or the Australia Council for the Arts on the details below:

Deloitte Access Economics
Sasha Zegenhagen
Email: szegenhagen@deloitte.com.au;
Telephone: 03 9671 6218

Australia Council for the Arts
Mandy Whitford
Email: m.whitford@australiacouncil.gov.au
Telephone: 02 9215 9386