



**TRACKING CHANGES IN CORPORATE SPONSORSHIP
AND PRIVATE DONATIONS 2011**

June 2011

AUSTRALIAN MAJOR PERFORMING ARTS GROUP

1. BACKGROUND

Tracking Changes in Corporate Sponsorship and Private Donations 2011 tracks and analyses levels of corporate sponsorship and private donations for the major performing arts sector from the years 2001 to 2010.

The Australian Major Performing Arts Group (AMPAG) recognises the importance of corporate sponsorship and private donations income to the financial stability of all performing arts companies. As financial reserves stabilise and increase, the artistic vibrancy of the company is enhanced. Therefore, a series of annual surveys has been undertaken to track and monitor these revenue streams. This is the tenth year that the survey has been produced.

AMPAG is the umbrella group for the 28 major performing arts companies in Australia. Based in six states, the not-for-profit companies produce and present performance across opera, music, dance, drama and circus to audiences around Australia and internationally. More than half of their income is derived from box office, private and corporate sources.

The companies involved in the 2011 survey are currently designated as 'major performing arts' companies under the guidelines established by the Major Performing Arts Inquiry conducted in 1999. A list of the companies is included at [Appendix 1](#). Criteria for designation can be found at www.ampag.com.au.

2. RESEARCH METHODOLOGY

All 28 major performing arts companies responded to the 2010 survey.

The data analysis aimed to address the following focus questions within this report:

- Has total sponsorship and donations revenue increased over the period—and, if so, what is the size of the increase?
- Has the ratio of income from sponsorship and donations changed?
- Has sponsorship income increased over the period—and, if so, what is the size of the increase?
- Has there been growth in the number of sponsorships? Has the average amount changed?
- What is the proportion of cash to in-kind sponsorship? Is there any change over the review period?
- Has donations income increased over the period? If so, what is the size of the increase?
- Has the number of donors increased? Has the average donation amount changed?
- Has net income generated from fundraising and other events increased?
- Is there a clear national trend or a different trend state-by-state?
- How much does it cost to raise and service sponsorship and donations?

The data is presented responding to each of the questions, firstly for the whole sector, then state-by-state¹ and then art form. The research findings also include analysis by turnover². In most cases, aggregate results and average results per company are provided.

The method for collecting data for this report has remained consistent over time. Companies complete the survey annually, providing financial and statistical data that

¹ Since only one company is reporting from Tasmania, no separate analysis of this state is provided in the report. Where applicable, the data of this company is included in the total sector, art form and turnover analysis.

² Companies are treated as "large" if their turnover in 2010 exceeded \$15m, "medium" for companies with a turnover between \$8m and \$15m, and "small", less than \$8m.

is used to produce the total sector, state and art form results³. Each company is required to provide explanation for any financial information that deviates materially⁴ from results presented in their annual reports. Three main types of derivation have been noted in the 2010 results:

- i Two companies have elected to include related Foundation and Trust information in their responses. These Foundations and Trusts are separately constituted bodies and do not form part of the financial results reported in the companies' annual reports.
- ii Three companies do not include in-kind income in their annual report results but have included in-kind data in this report
- iii Five companies apply different classification criterion in their annual report. For example, fundraising events are reported in gross rather than net terms and donation income is not separately disclosed, but included as part of other revenue.

Note that all companies that have elected to include additional material beyond what is reported in their annual report figures have done so consistently year on year.

"This project has been assisted by the Australian Government through the Australia Council for the Arts, its arts funding and advisory body."

³ Minor fluctuations in data from previous surveys may be noted due to differing reporting periods for two companies.

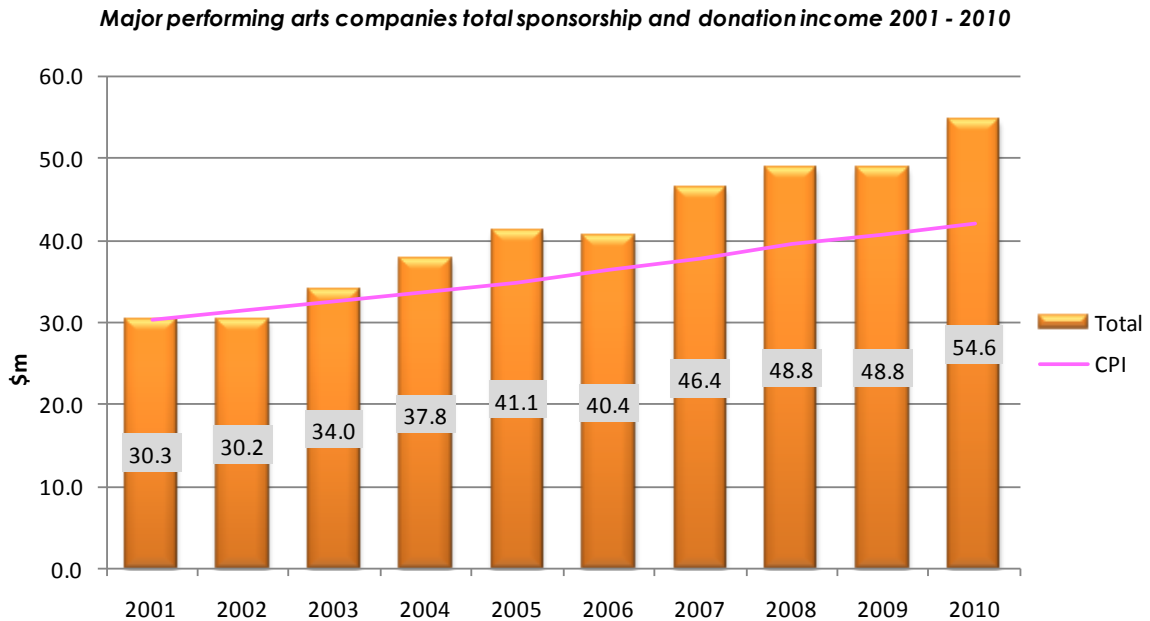
⁴ Materiality has been set at 10 per cent

KEY RESEARCH FINDINGS

Total revenue from corporate sponsorship, private giving and net fundraising events within the major performing arts sector increased \$5.8 million or 11.9 per cent to \$54.6 million in 2010.

Over the ten-year period, total revenue has increased \$24.3 million or 80.3 per cent, with earnings continuing to track ahead of CPI levels.

The following graph tracks total sponsorship and donations earnings since 2001.



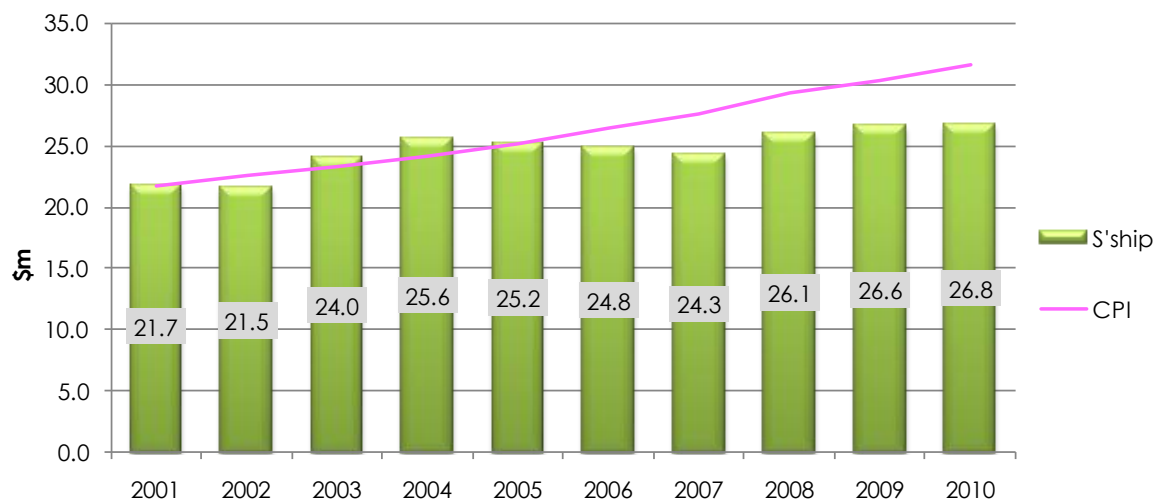
Of the total \$54.6 million reported in 2010, \$26.8 million (49 per cent) was received in the form of corporate sponsorship, \$25.2 million (46 per cent) from private giving and a net amount of \$2.6 million (5 per cent) came from fundraising events.

Major performing arts companies sources of revenue 2010



Major performing arts companies reported an increase of \$0.2 million / 0.8 per cent in corporate sponsorship earnings in 2010. While this increase represents the third consecutive year of growth, earnings in both 2009 and 2010 tracked significantly behind CPI. Sixteen of the 28 companies reported an increase in earnings from this source in 2010 with 12 companies reporting decline. Queensland companies were the only group to universally report increases in earnings from corporate sponsorship in 2010.

Major performing arts companies corporate sponsorship income 2001 - 2010



In 2001, corporate sponsorship made up 72 per cent of total sponsorship and donation revenue. By 2010, this share had fallen to 49 per cent. While proportional increases in private giving have outpaced growth in corporate sponsorship, sponsorship still provides the largest proportion of revenue to the sector.

Private giving increased substantially in 2010 – up \$5.4 million or 27.2 per cent on 2009 results. This reported increase was affected by the results of The Australian Ballet and Sydney Theatre Company – both of whom reported increases in private giving exceeding \$2 million⁵ each (hence contributing 89 per cent of this increase). The reported increase was therefore not universal across the sector. Eleven of the 28 major performing arts companies reported a collective decline of \$1.2 million in private giving in 2010. The remaining fifteen companies⁶ reported an increase of \$1.8 million.

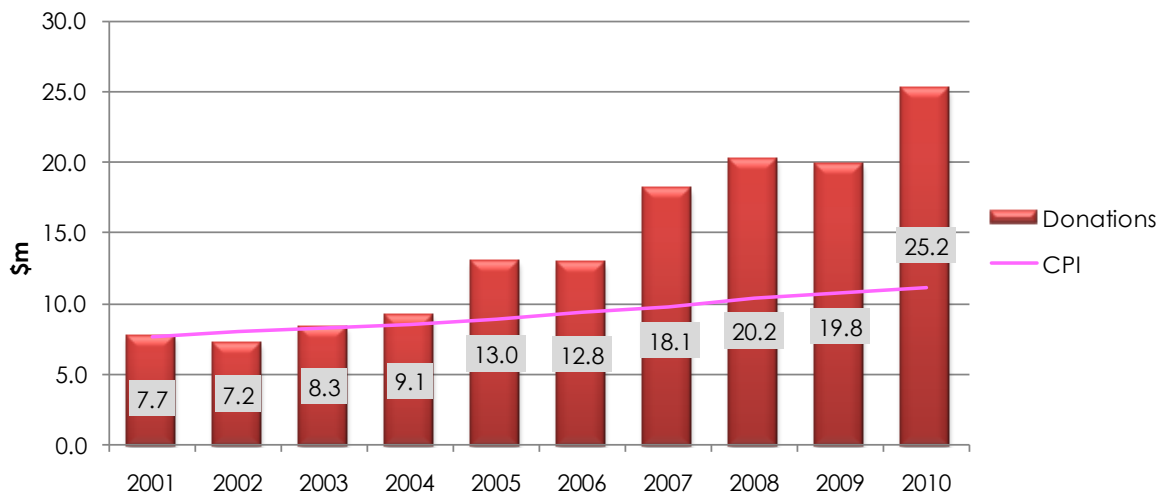
Total private giving has more than trebled since 2001 - increasing \$17.5 million or 228.3 per cent since 2001. It is important to note that this increase has not been smooth. Peak years – such as 2005 and 2007/8 – are often preceded by a drop in income the following year. It would be reasonable to expect, based on this historical data, that a similar fall may be reported by major performing arts companies in 2011.

In 2001, private giving made up 25 per cent of total sponsorship and donation revenue. By 2010, this proportion had increased to 46 per cent driving the overall reported increase in earnings for the sector.

⁵ Ref 2010 Annual Report for Sydney Theatre Company (<http://www.sydneytheatre.com.au/about>) and The Australian Ballet (http://www.australianballet.com.au/about_us/corporate_information)

⁶ Excluding The Australian Ballet and Sydney Theatre Company

Major performing arts companies private giving 2001 - 2010

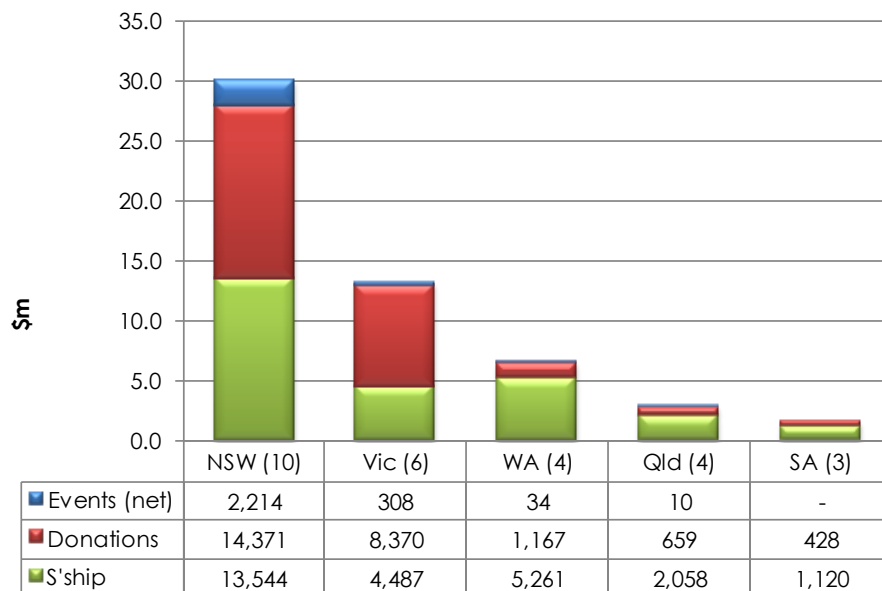


Major performing arts companies are substantially increasing their investment into securing private giving. In 2010, \$5.3 million was spent to raise donation income, \$1.4 million or 34.2 per cent more than 2009 levels. The ratio of direct costs to private giving⁷ increased for the second consecutive year - from 20.2 per cent in 2009 to 21.2 per cent in 2010.

Analysis by state

Total sponsorship and donation earnings for 2010 by state were as follows:

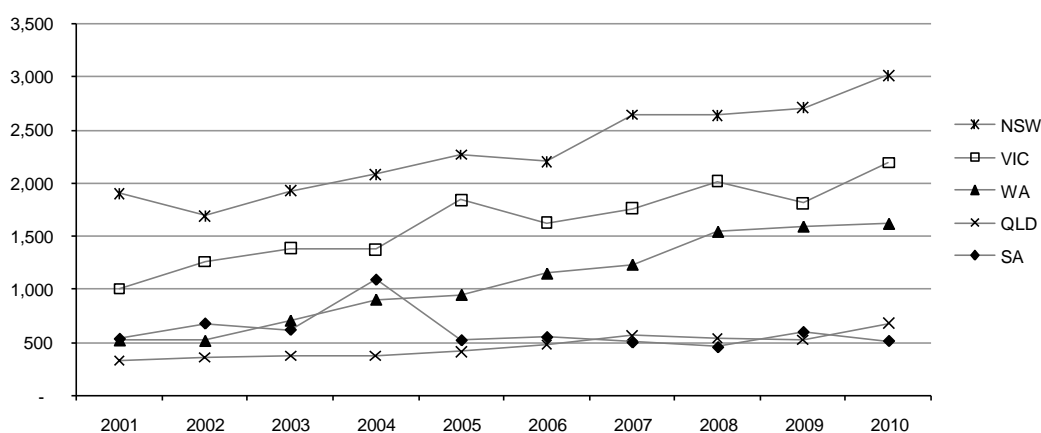
Total earnings by state - 2010



The following graph provides a summary of the average amount generated from sponsorship and donation income by each state group from 2001 to 2010.

⁷ This ratio provides indication of the efficiency with which private giving is raised. A lower ratio implies greater efficiency.

Average sponsorship & donations by state: 2001 - 2010



As previously reported, a significant part of the 2010 increase in total revenue was due to the private giving results of The Australian Ballet (Victoria) and Sydney Theatre Company (New South Wales). While these two companies dominate the overall result, patterns of earnings across the states are still discernable.

- Queensland companies were the only group to universally report increases in corporate sponsorship in 2010.
- Western Australian companies have capitalised on the mining boom in recent years and reported significant increases in corporate sponsorship earnings. In 2010 however, three of the four companies have reported a decline in earnings from this source. Private giving for Western Australian companies is also comparatively low.
- Victorian companies have successfully increased private giving over the past ten years. They however report lower than expected income from corporate sponsorship.
- South Australian companies are losing traction both in terms of revenue raising and costs.
- Corporate sponsorship income levels for New South Wales companies have remained essentially static for the past five years suggesting a ceiling may have been reached.

New South Wales

The total corporate sponsorship, donation and net fundraising event income levels for the 10 New South Wales companies increased \$3.1 million compared to 2009 results. Much of this increase was due to the private giving result of Sydney Theatre Company. Two of the 10 companies reported an overall decrease in earnings, offset by eight companies who reported an increase. Since 2001 NSW companies have increased total sponsorship, donation and net fundraising events earnings by \$11.1 million. This increase has been dominated by just two of the 10 companies. These companies make up 73 per cent of the overall increase reported by this state. Three companies report earning less in 2010 compared to 2001.

Corporate sponsorship earnings have stabilised for NSW companies in recent years, with modest increases reported in 2004-5 and 2008-10. NSW companies however are yet to return to the peak levels reported in 2005. Examination of the underlying data reveal that five of the 10 NSW companies report earning \$3.9 million more in 2010 compared to 2001, while five companies report earning \$3.2 million less. The data indicates that a ceiling in earnings from this source may have been reached. More research is required to determine whether this loss for some / gain for others pattern is due to the same pool of corporate sponsors moving from one major performing arts company to another.

NSW companies reported a 23.1 per cent increase in private giving in 2010, continuing the upward trend of sustained increases reported since 2003. All but one of the 10 companies report increased income from this source since 2001 with collective earnings up \$9.1 million.

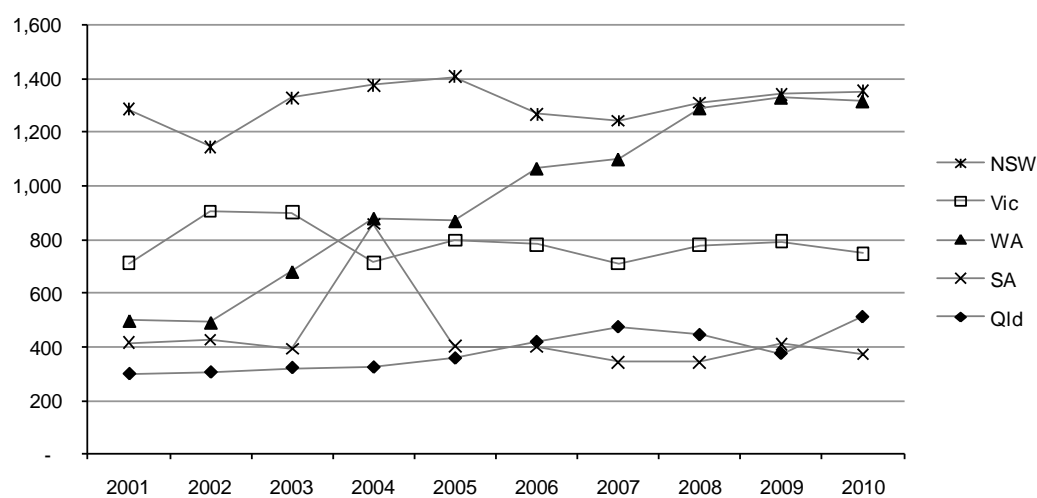
NSW companies spent a total of \$2.1 million on raising donation income in 2010⁸ - up just \$35k on 2009 levels. Companies invested \$1.5 million in wage related costs (up \$80k) on 19.9 full time equivalent (FTE) staff (down 0.4). Total direct costs made up 14.5 per cent of total donation earnings – the lowest ratio of the sector. NSW companies have consistently reported the lowest ratio in cost to private giving over the 10 year review period.

Victoria

In Victoria, total corporate sponsorship, donation and net fundraising event income increased \$2.3 million on 2009 results. Although this increase was essentially due to the private giving result of The Australian Ballet, a further three companies also reported (comparatively more modest) increases. Since 2001, Victorian companies have increased earnings by \$7.1 million – with one company making up 74 per cent of this increase.

Victorian companies reported a decrease of 5.8 per cent / \$275k in 2010 in corporate sponsorship income in 2010. Three of the six companies reported decreased earnings, two companies reported increases and one company reported negligible growth. Longer term analysis reveals that only two of the six companies are earning more from corporate sponsorship income in 2010 compared to 2001. Corporate sponsorships earnings have remained essentially static for Victorian companies for the past ten years. The average amount generated per company in 2010 – at \$748k per company – is comparatively low. Victorian companies are, on average, generating close to half the level of corporate sponsorship income compared to their New South Wales and Western Australian counterparts.

Corporate sponsorship—average earnings by state 2001–2010 (\$'000)



As reported, the significant increase in 2010 private giving for Victorian companies is largely due to the results of The Australian Ballet. However, three of the remaining five companies also reported increases – one substantially so. Since 2001, all six companies report earning more in 2010 compared to 2001 - with income up \$6.6 million on 2001 results.

⁸ Only commentary on cost associated with raising donation income is presented in this section of the paper. Ref to section 4.6 for information on costs associated with corporate sponsorship.

Victorian companies spent \$2.4 million raising donation income in 2010 – up a substantial \$1.0 million on 2009 levels. They employed 16.2 FTE staff at a cost of \$1.2 million, 4.7 FTE / \$259k more than in 2009. Non-wage costs amounted to \$1.2 million - up \$757k on 2009. Total direct costs made up 29.1 per cent of total donation earnings.

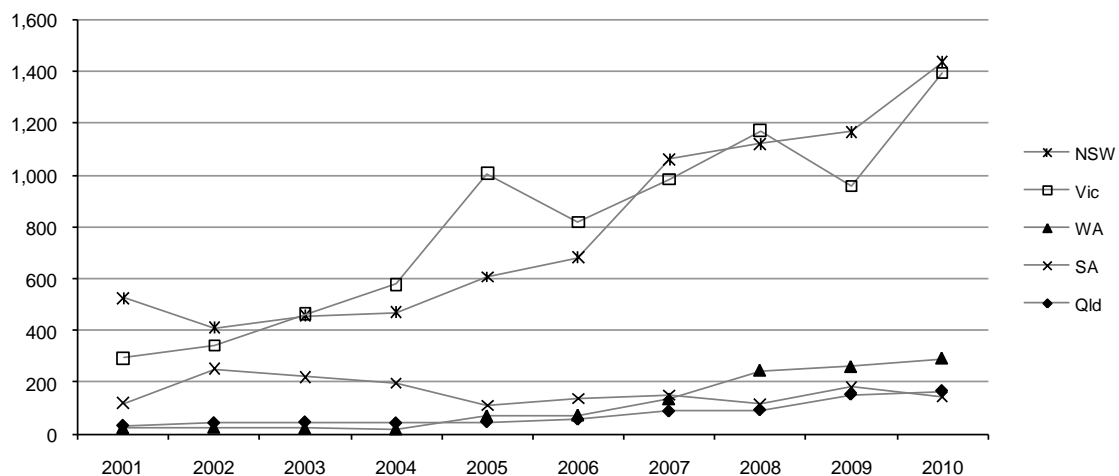
Western Australia

Western Australian companies reported increased earnings in total corporate sponsorship, donation and net fundraising event income of a relatively modest \$103k in 2010. This increase disguises a more volatile picture. Two companies reported increased earnings of \$640k, with the remaining two reporting a \$531k decline.

Western Australian companies reported a 1.0 per cent / \$55k decrease in earnings compared to 2009 - with three of the four Western Australian companies reporting a decline. The 2010 result was the first reported decrease in earnings from this source since 2005. It is difficult to determine from the historical data if this is a commencement of a downward trend, however there is inherent vulnerability due to these companies' heavy reliance on corporate sponsorship compared to private giving.

Three of the four WA companies reported an increase in private giving in 2010 – up \$126k to \$1.2 million. While these companies have consistently increased private giving since 2004, average income from this source remains comparatively low. In 2010, WA companies reported receiving an average of \$292k per company, one fifth of what is generated by New South Wales and Victorian companies.

Private giving - by state (average per company) 2001–2010 (\$'000)



WA companies spent a total of \$303k to raise donation income in 2010 – an increase of \$108k on 2009 levels. Companies employed 4.3 FTE staff in 2010 - up 1.0 FTEs on 2009 levels. The increase in staffing drove the overall increase in costs reported by WA companies. Total direct costs made up 26.0 per cent of total donation earnings.

Queensland

Queensland companies have reported an increase of \$624k in total corporate sponsorship, donation and net fundraising event income in 2010 compared to 2009 results. This result is the most significant increase reported by these companies since 2001.

In 2010, corporate sponsorship income increased \$557k on 2009 results – with all four Queensland companies reporting an increase. (It is notable that this was the only group examined in the survey to report universal increases). All four companies reported earning more in corporate sponsorship in 2010 compared to 2001 levels.

Three of the four Queensland companies reported increased private giving in 2010. These companies collectively received \$659k in donations in 2010 – an increase of \$54k compared to 2009.

Queensland companies spent \$391k raising donation income in 2010 – up \$189k on 2009 levels. These companies reported a jump in the number of FTEs employed – at 4.0 FTEs, increasing staffing levels by 1.6 FTE. Total direct costs made up 28.8 per cent of total donation earnings.

South Australia

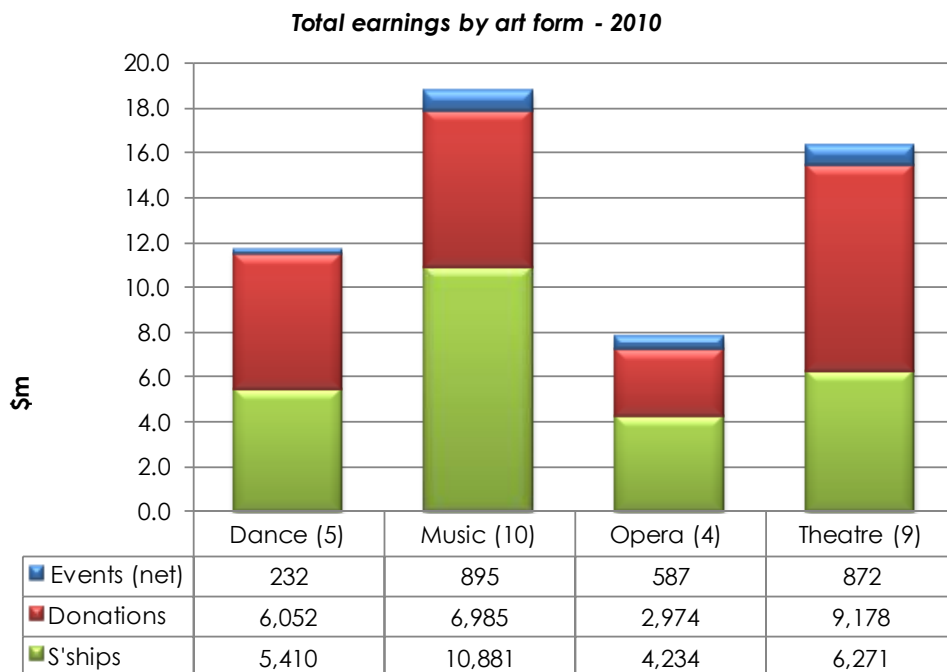
South Australian companies collectively reported a decrease of \$251k in earnings from total corporate sponsorship, donation and net fundraising event income. This result was due to the result of a single company. The remaining two companies reported modest increases.

The results for both corporate sponsorship (down \$111k) as well as donation income (down \$113k) mirrors the result reported above – with one company driving the overall results.

South Australian companies again reported virtually no change in donation expenditure levels when compared with 2009. Little change in expenditure patterns have been noted by these companies since 2007. In 2010 a total of \$123k was spent to raise donation income and 2.1 FTEs were employed. Total direct costs made up 28.8 per cent of total donations earnings. Total direct costs made up 59.2 per cent of total donation earnings.

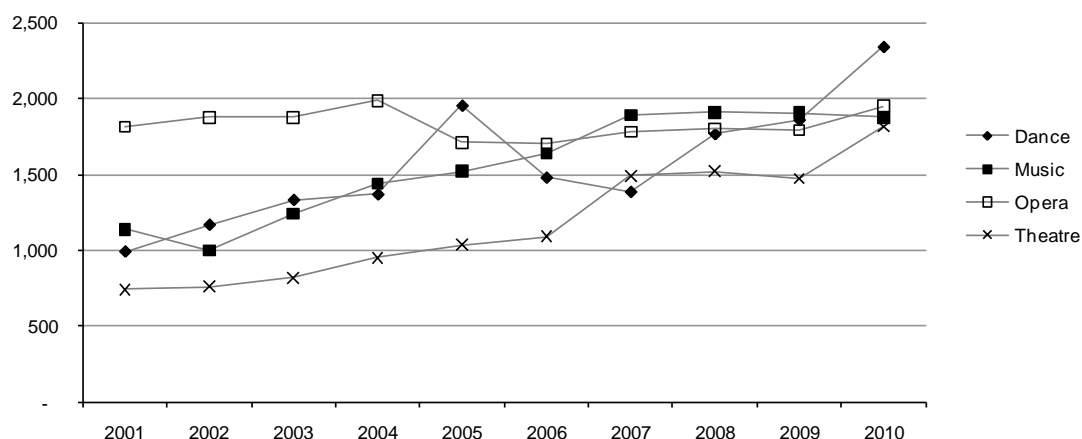
Analysis by art form

Total sponsorship and donation earnings for 2010 by art form were as follows:



The following graph provides a summary of the average amount generated from sponsorship and donation income by each art form group from 2001 to 2010.

Average sponsorship & donations by art form: 2001 - 2010



As previously reported, a significant part of the 2010 increase in total revenue was due to the private giving results of The Australian Ballet (Dance) and Sydney Theatre Company (Theatre). While these two companies dominate the overall result, patterns of earnings across the art forms are still discernable.

- Theatre companies generate markedly less corporate sponsorship income compared to other art forms.
- Dance companies report more year-on-year fluctuations in both corporate sponsorships and private giving. This could impact the annual budgeting process with increased uncertainty around expected levels of income from these sources.
- Opera companies report the least change in the number of corporate sponsors and donors suggesting a more mature market / limited pool of potential supporters.
- Only three of the ten music companies are delivering sustained growth.

Dance

Dance companies reported an increase of \$2.4 million in 2010 with the majority of this increase stemming from private giving to The Australian Ballet. While The Australian Ballet dominates the result, three of the remaining four dance companies also reported increased earnings in 2010. Only one company reported earning less in 2010 compared to 2009.

All but one dance company reported increased earnings from corporate sponsorship in 2010 – with these companies collectively earning \$240k more in 2010 compared to 2009. While dance companies in general have been able to increase income from this source over the longer term, the earning pattern has not been smooth. Distinct peaks in corporate sponsorship income are discernable in 2003, 2005 and most recently in 2010. It is difficult to determine whether the recent increases (from 2008-2010) are the commencement of a new period of stability. Historical data would suggest that these companies may experience a sudden drop in income from this source in 2011.

Dance companies reported a substantial 52.5 per cent increase in private giving in 2010. This result was dominated by The Australian Ballet. The remaining four companies reported a collective decline of \$234k from this source in 2010. While four of the five companies report receiving more income in 2010 compared to 2001 - with collective earnings are up \$4.9 million – The Australian Ballet again dominates these results.

Dance companies spent \$1.9 million in raising donation income up \$874k on 2009 levels. Dance companies employ 13.4 FTE staff – up a substantial 4.6 FTE from 2009. Both salary costs

(up \$258k) and other costs (up \$616k) increased in 2010. Total direct costs made up 31.5 per cent of total donation earnings.

Music

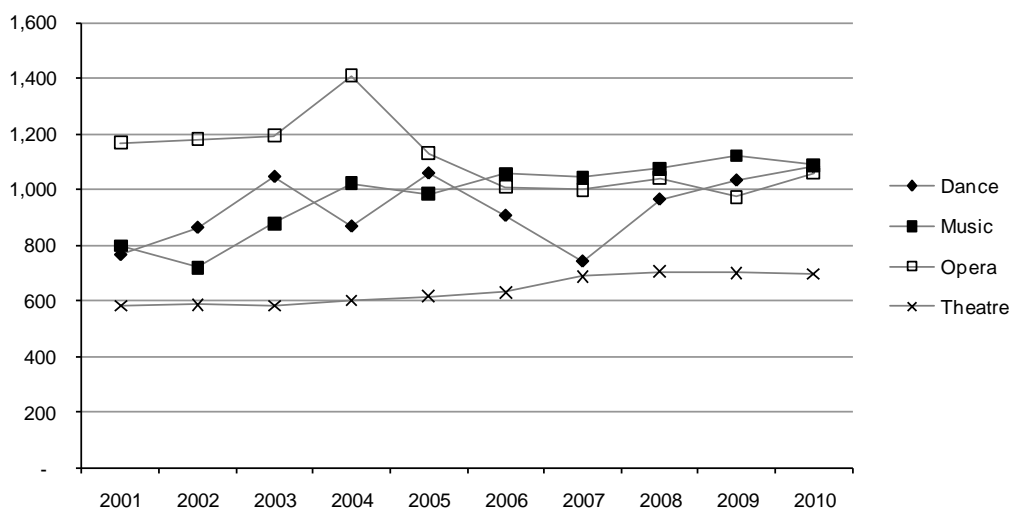
Total corporate sponsorship, donation and net fundraising event income declined \$291k in 2010, with decreases reported from six of the ten companies. Since 2001, eight companies have reported increased earnings from total corporate sponsorships and donations – two music companies are earning less in 2010 compared to 2001. Analysis of the underlying data reveals that this ten-year result has been dominated by three of the 10 companies. These three companies made up 61 per cent of the total revenue generated by music companies in 2010 and collectively contributed 74 per cent of the \$7.4 million increase reported over the ten-year period.

Corporate sponsorship income decreased \$328k in 2010 to \$10.9 million. Only four companies report earning more from corporate sponsorship income in 2010 compared to 2009 - with the other six companies reporting a collective decrease of \$1.2 million. While music companies generated \$3.1 million more from corporate sponsorship in 2010 compared to 2001 - this is due to the results of only six companies. Four companies collectively reported \$1.1 million less corporate sponsorship income in 2010 than in 2001.

In 2010, music companies reported a negligible increase of just \$15k or 0.2 per cent in private giving. Examining the underlying data reveals five companies reported a collective decrease of \$786k, four companies increased earnings and one company reported (essentially) no change. Since 2001, music companies have increased donations income by 109.3 per cent (CAGR 7.7 per cent⁹)

Music companies reported an increase in costs associated with raising donation income in 2010 – up \$284k to \$1.7 million. There was \$1.2 million spent on 15.3 FTE staff – up 0.6 FTEs on 2009 levels. Total direct costs made up 27.9 per cent of total donation earnings.

Corporate sponsorship—average earnings by art form 2001–2010 (\$'000)



Theatre

Theatre companies collectively reported a substantial \$3.1 million increase in total corporate sponsorship, donation and net fundraising event income in 2010 compared to 2009. As noted, Sydney Theatre Company's result impacted substantially on this result. However

⁹ CAGR: Compound average growth rate – year on year growth rate over a specified period, used to calculate what the annual increase each year would be if the growth pattern was smooth.

despite this, it is notable that only one of the nine companies reported a decrease in earnings in 2010. All theatre companies reported earning more in 2010 compared to 2001 – collectively generating an additional \$9.6 million.

Theatre companies reported a small decrease of 0.6 per cent in corporate sponsorship earnings in 2010, replicating the results reported in 2007, 2008 and 2009. In 2010, theatre companies reported significantly less average earnings from this source compared to the three other art forms. These companies collectively reported an average of \$697k per company compared to \$1.1 million for dance, music and opera companies. Over the ten year review period, theatre companies have consistently reported the lowest average earnings.

Theatre companies reported a substantial \$3.4 million increase in private giving in 2010 – primarily due to Sydney Theatre Company. While STC dominates the 2010 result, it is notable that six of the eight theatre companies also reported increases. Only negligible decreases were reported by the remaining two companies. Longer term analysis reveals that all theatre companies have increased revenue from this source - with 2010 income reported to be \$6.7 million more than 2001 levels.

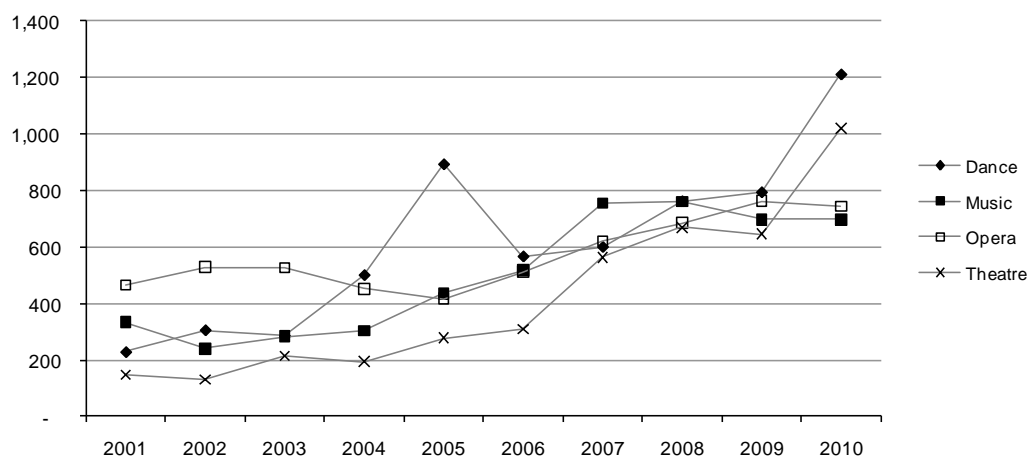
Theatre companies employed 1.8 more FTE staff to raise donation income in 2010, spending \$155k more. Total costs incurred to raise donation income were \$1.0 million in 2010. Total direct costs made up 11.4 per cent of total donation earnings – the lowest ratio of the sector.

Opera

Total corporate sponsorship, donation and net fundraising event income for opera companies increased \$625k in 2010 – with three of the four companies up on 2009 levels. Comparing total income in 2001 to 2010 reveals that while opera companies now receive \$546k more income, two opera companies have reported a decline in earnings – one substantially so.

Opera companies reported an increase of \$339k in corporate sponsorship income in 2010, resulting from increased earnings of three of the four companies. Longer term analysis reveals that corporate sponsorship income has been eroded by \$439k since 2001 – with one company driving this result.

Private giving - by art form (average per company) 2001–2010 (\$'000)



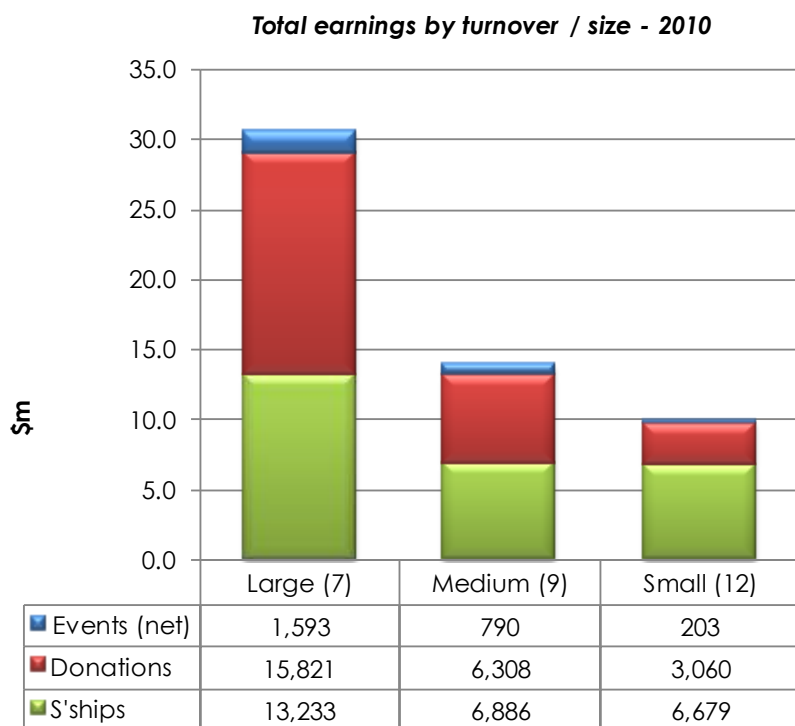
Opera companies reported a 2.6 per cent decrease in income from private giving in 2010, stalling the trend of year on year increases that had been building since 2006. This decrease was due to the results of a single company. The remaining three companies reported very small increases on 2009 results. Since 2001, opera companies have increased donations income by 60.0 per cent (CAGR 4.8 per cent) – the smallest increase of the sector.

It is interesting to note that opera companies have reported the smallest change in the number of sponsorships secured. These companies reported 17 additional sponsorships in 2010 compared to 2001. (Dance = 27, theatre = 34 and music = 194) In addition to relatively low sponsorship secured, opera companies have also reported the smallest change in the donations received compared to other art forms. Since 2001, opera companies have received 784 more donations, dance, 1,823, theatre, 2,235 and music, 2,266. The relatively small change in both these factors could be indicative of a more closed and/or mature market.

Opera companies spent just \$17k more on raising donation revenue in 2010 compared to 2009. Opera companies reported employing 0.4 more FTE staff. Total direct costs made up 14.7 per cent of total donation earnings.

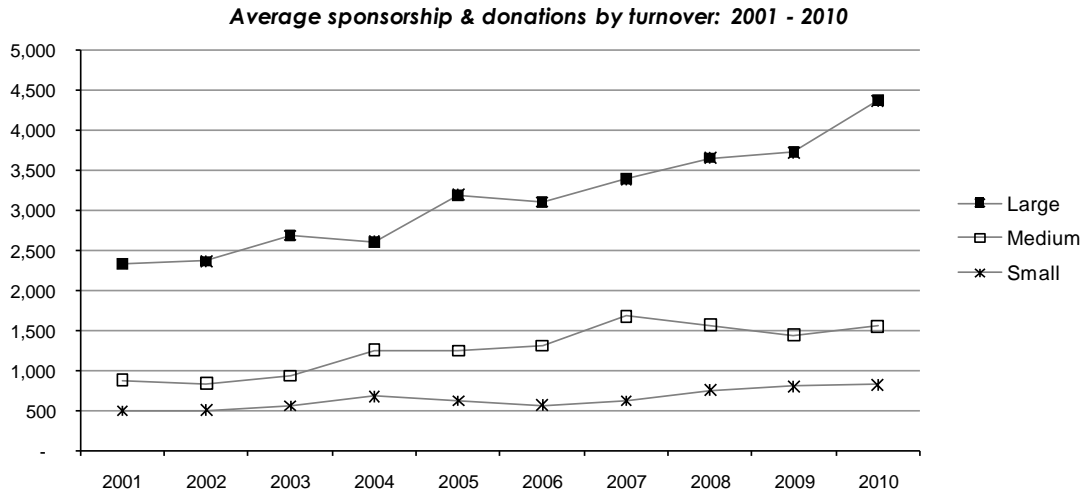
Analysis by turnover¹⁰

Total sponsorship and donation earnings for 2010 by turnover were as follows:



The following graph provides a summary of the average amount generated from sponsorship and donation income by each turnover group from 2001 to 2010.

¹⁰ Companies are treated as "large" if their turnover in 2010 exceeded \$15m, "medium" for companies with a turnover between \$8m and \$15m, and "small", less than \$8m.



As previously reported, a significant part of the 2010 increase in total revenue was due to the private giving results of two 'large' companies - The Australian Ballet and Sydney Theatre Company. While these two companies dominate the overall result, patterns of earnings across each turnover group is still discernable.

- Large companies reported a sharp decrease in corporate sponsorship in 2010, with all but one of these companies reporting decreased earnings from this source.
- Medium companies track substantially behind large companies in both private giving and – in particular – corporate sponsorship earnings. Their reported earnings are similar to small companies.
- Small companies reported a decrease in private giving of \$300k or 9.9 per cent – reversing gains made in 2009. This decrease was relatively widespread with seven of the twelve companies raising less from this source in 2010 compared to 2009

Large companies

Large companies reported a \$4.5m increase in total corporate sponsorship, donation and net fundraising event income – a result attributable to The Australian Ballet and Sydney Theatre Company private giving. The net increase \$607k reported by the three other companies was more than offset by the \$629k decline in earnings of the remaining two. Large companies reported receiving a total of \$30.6 million in total development income, \$14.3 million up on 2001 levels. Six of the seven large companies report to be earning more from this source in 2010 compared to 2001.

Large companies reported a sharp 7.5 per cent decrease in earnings from corporate sponsorship in 2010. This result was due to all but one of the seven companies reporting decreased earnings from this source. Over the ten year review period, large companies have reported a 19.9 per cent (\$2.2 million) increase in earnings from this source, the weakest of the sector. Three of the seven companies report earning less in 2010 compared to 2001.

In 2010 large companies reported a substantial increase of \$5.5 million / 53.2 per cent. While six of the seven large companies reported increased earnings, The Australian Ballet and Sydney Theatre Company dominated the result. Since 2001 large companies have reported a collective increase of \$11.3 million or 248 per cent. While all large companies report earning more in 2010 from donations compared to 2001, two companies make up 78 per cent of the reported increase.

Large companies spent a total of \$2.5 million on raising donation income in 2010 - up \$308k on 2009 levels. These companies invested \$2.0 million in wage related costs (up \$318k) for 27.1 full time equivalent (FTE) staff (up a substantial 5.1). Total direct costs made up 16.0 per cent of total donation earnings.

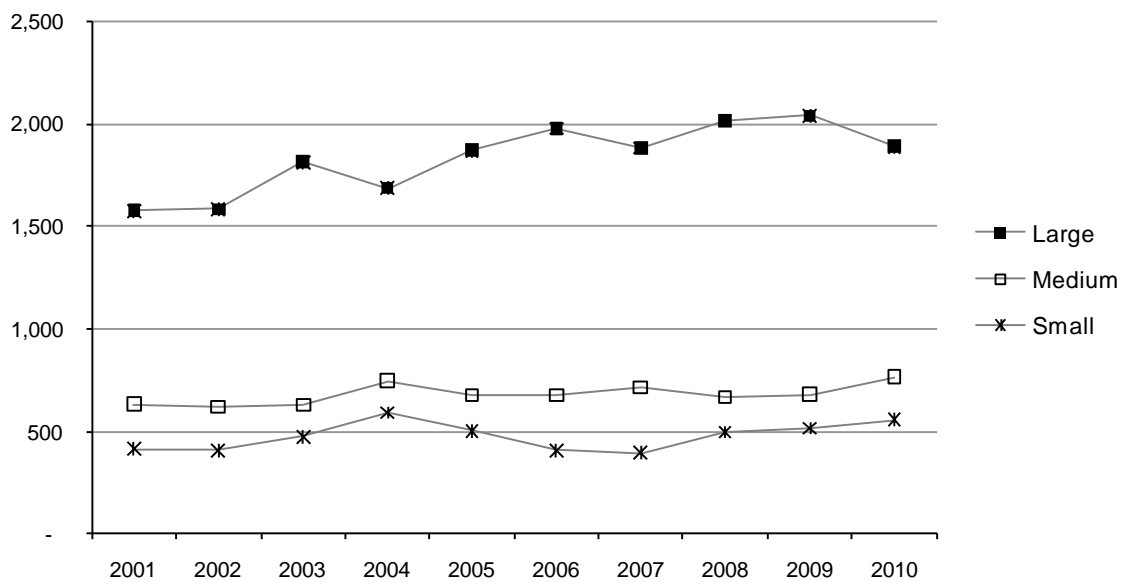
Medium companies

Medium companies have reported an increase in earnings from total corporate sponsorship, donation and net fundraising event income in 2010 – up \$1.0 million and reversing the decline reported in 2009. Six of the nine companies reported increased earnings in 2010, with the remaining three companies collectively reporting a \$731k decline. All but one medium sized company reported increased earnings from total development income in 2010 when compared to 2001 levels.

Medium companies reported a substantial 12.9 per cent increase in corporate sponsorship earnings for 2010. This increase was relatively widespread with eight of the ten companies reporting increased earnings from this source. Over the ten-year review period, medium companies reported a total increase in corporate sponsorship of 20.9 per cent. Despite this increase, average earnings in corporate sponsorship for medium companies is not markedly different to levels reported by the smaller companies. In 2010 medium companies reported earning an average of \$765k per company from corporate sponsorship. Small companies reported \$557k while large companies generated on average \$1.9 million. (Refer graph below.)

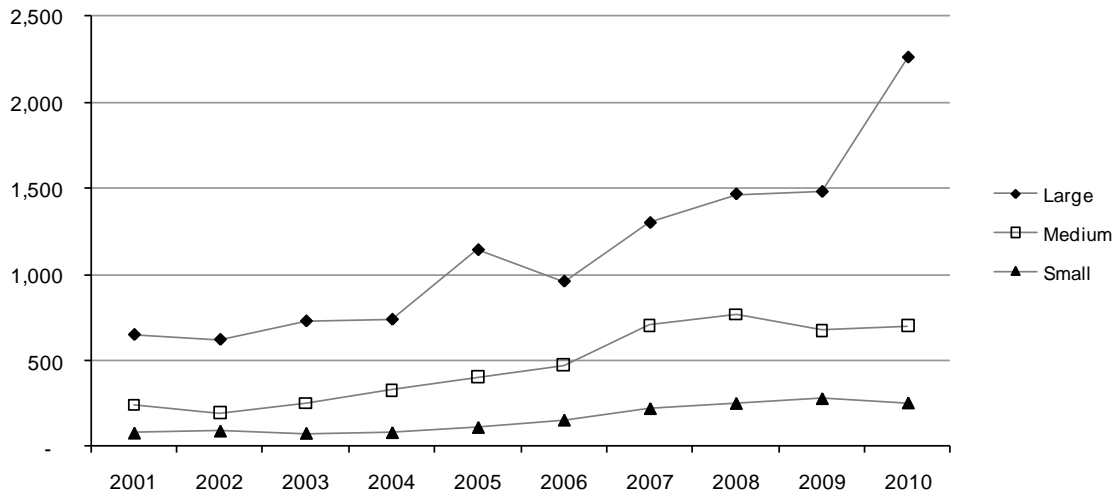
In 2010 medium companies reported a relatively modest increase of \$230k or 3.3 per cent in private giving. Seven of the ten companies reported increases ranging from one to 42 per cent on 2009 levels. Three companies reported a decrease in private income, two companies materially so.

Corporate sponsorship—average earnings by company size 2001–2010 (\$'000)



Like corporate sponsorship, the differentiation between private giving revenue levels for medium companies and small companies is relatively minor. There is a notable and widening gap between medium companies and large companies. On average medium companies received \$701k in private giving, small companies reported \$255k, while large companies received on average \$2.3 million.

Private giving - by size of company (average per company) 2001–2010 (\$'000)



Medium companies reported an increase in costs associated with raising donation income in 2010 – up \$262k to \$1.3 million. There was \$928k spent on 12.0 FTE staff – up 1.6 FTEs. Total direct costs made up 20.4 per cent of total donation earnings.

Small companies

Small companies reported a \$289k increase in total corporate sponsorship, donation and net fundraising event income in 2010. Eight of the 12 companies reported increased earnings, with four companies reporting that they generated \$762k less in 2010 compared to 2009. Since 2001, nine of the 12 companies have increased earnings \$4.8 million on 2001 levels but four companies collectively report earning \$804k less in 2010 compared to 2001.

In 2010 corporate sponsorship earnings for small companies increased 8.3 per cent – with eight of the twelve companies reporting an increase in earnings. While earnings since 2001 has increased 34.1 per cent, not all small companies are reporting an increase in earnings. Four of the twelve companies generated a collective \$1.2 million less in 2010 compared to 2001.

In 2010, small companies reported a decrease in private giving of \$300k or 9.9 per cent – reversing gains made in 2009. This decrease was relatively widespread with seven of the twelve companies raising less from this source in 2010 compared to 2009. Two companies reported receiving less from donation income in 2010 compared to 2001. Collectively, all twelve small companies have reported an increase of \$2.1 million in private giving.

The 12 small companies spent a total of \$586k to raise donation income in 2010 – an increase of \$113k on 2009 levels. Companies employed 7.3 FTE staff in 2010 - up 0.7 FTEs on 2009 levels. The increase in staffing drove the overall increase in costs with salary costs up \$73k on 2009. Total direct costs made up 19.1 per cent of total donation earnings.

APPENDIX 1

List of major performing arts companies

Company	State	Art form	Turnover
Adelaide Symphony Orchestra	South Australia	Music	Medium
Australian Brandenburg Orchestra	New South Wales	Music	Small
Australian Chamber Orchestra	New South Wales	Music	Medium
Bangarra Dance Theatre	New South Wales	Dance	Small
Bell Shakespeare	New South Wales	Theatre	Medium
Belvoir	New South Wales	Theatre	Medium
Black Swan State Theatre Company	Western Australia	Theatre	Small
Circus Oz	Victoria	Theatre	Small
Malthouse Theatre	Victoria	Theatre	Small
Melbourne Symphony Orchestra	Victoria	Music	Large
Melbourne Theatre Company	Victoria	Theatre	Large
Musica Viva Australia	New South Wales	Music	Medium
Opera Australia	New South Wales	Opera	Large
Opera Queensland	Queensland	Opera	Small
Orchestra Victoria	Victoria	Music	Medium
Queensland Ballet	Queensland	Dance	Small
Queensland Symphony Orchestra	Queensland	Music	Medium
Queensland Theatre Company	Queensland	Theatre	Medium
State Opera South Australia *	South Australia	Opera	Small
State Theatre Company of South Australia *	South Australia	Theatre	Small
Sydney Dance Company	New South Wales	Dance	Small
Sydney Symphony	New South Wales	Music	Large
Sydney Theatre Company	New South Wales	Theatre	Large
The Australian Ballet	Victoria	Dance	Large
Tasmanian Symphony Orchestra	Tasmania	Music	Medium
Western Australian Ballet	Western Australia	Dance	Small
West Australian Opera	Western Australia	Opera	Small
West Australian Symphony Orchestra	Western Australia	Music	Large

*Note that both the State Opera of South Australia and the State Theatre Company of South Australia prepare their statutory accounts on a financial rather than a calendar year basis. For the purposes of this report, 10/11 forecast results have been included in the presented 2010 data.