

# OAAG Data Exchange 2013



Key findings

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President



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A Canadian company that specializes in arts research from a social science perspective

- ▶ *Statistical Insights on the Arts* series
- ▶ *Arts Research Monitor*
- ▶ Presentations based on research findings
- ▶ Commissioned research projects
  - ▶ OAAG Statistical Profile of Art Galleries in Ontario (2003 and 2013!)
  - ▶ Survey of visitors to the McMaster Museum of Art



Facts Stats Insights : Faits Données Idées

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- ▶ Free resources available via internet, email, social media



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# 2013 Data Exchange

- ▶ Reliable, detailed data on public art galleries across Ontario
- ▶ Tool for ...
  - ▶ Art gallery sector analysis
  - ▶ Benchmarking
  - ▶ Future planning
- ▶ Useful results for public art galleries, volunteer boards, funders, policy makers, and the public

# 2013 Data Exchange

- ▶ Detailed survey distributed to galleries by OAAG in January 2014
- ▶ Online survey ([www.OAAGsurvey.com](http://www.OAAGsurvey.com))
- ▶ Responses between January and March
- ▶ Very similar to 1993 and 2003 Data Exchanges (many questions exactly the same as 2003)

# 2013 Data Exchange: 11 sections

- 1) Gallery basics
- 2) Director's comments (qualitative assessment)
- 3) Artistic program
- 4) Public services
- 5) Community reach
- 6) Marketing
- 7) Permanent collection
- 8) Arts education activities
- 9) Workforce
- 10) Capital funding
- 11) Operating finances

# 2013 Data Exchange: 47 respondents

- Strong response: 64% of OAAG's art gallery members
- Full report provides many more details
  - E.g., Breakouts by type of gallery and budget size

# 2013 Data Exchange: 47 respondents

- 47 galleries from 31 municipalities
  - 17 independent galleries
  - 12 municipal organizations (i.e., part of local or regional government structures)
  - 11 part of university or college structures
  - 3 artist-run centres
  - 3 provincial organizations (i.e., part of the provincial government structure)
  - 1 national organization (i.e., part of the federal government structure)

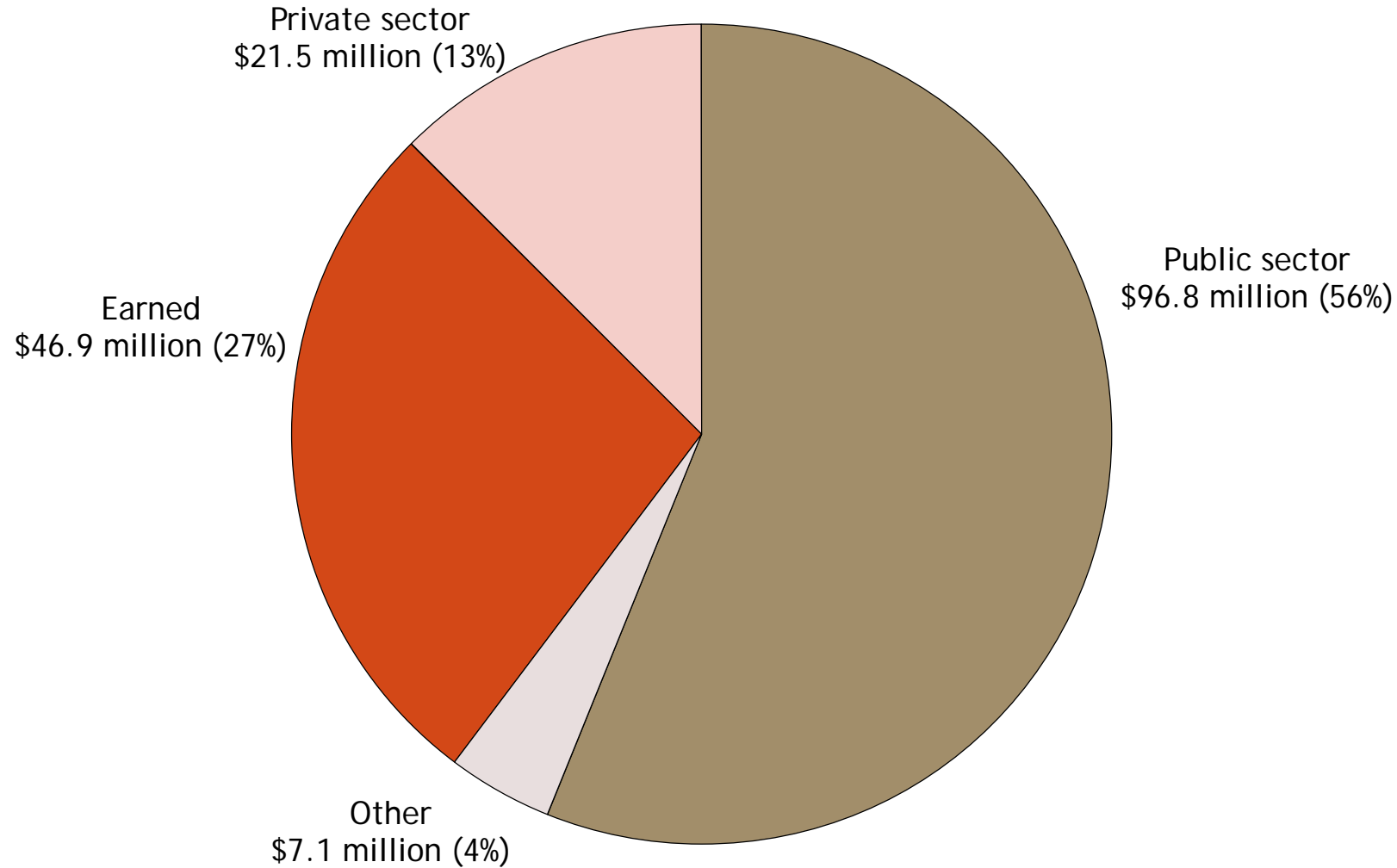


# 2013 highlights

- 667 exhibitions involving over 3,400 artists
- Attendance of 2.8 million
- Nearly 300,000 works in collections of 42 reporting galleries
- Over 850,000 arts education participants
- Revenues of \$172 million
- Expenses of \$162 million
- Amortization and adjustments: net \$7 million
- Net surplus: \$3 million

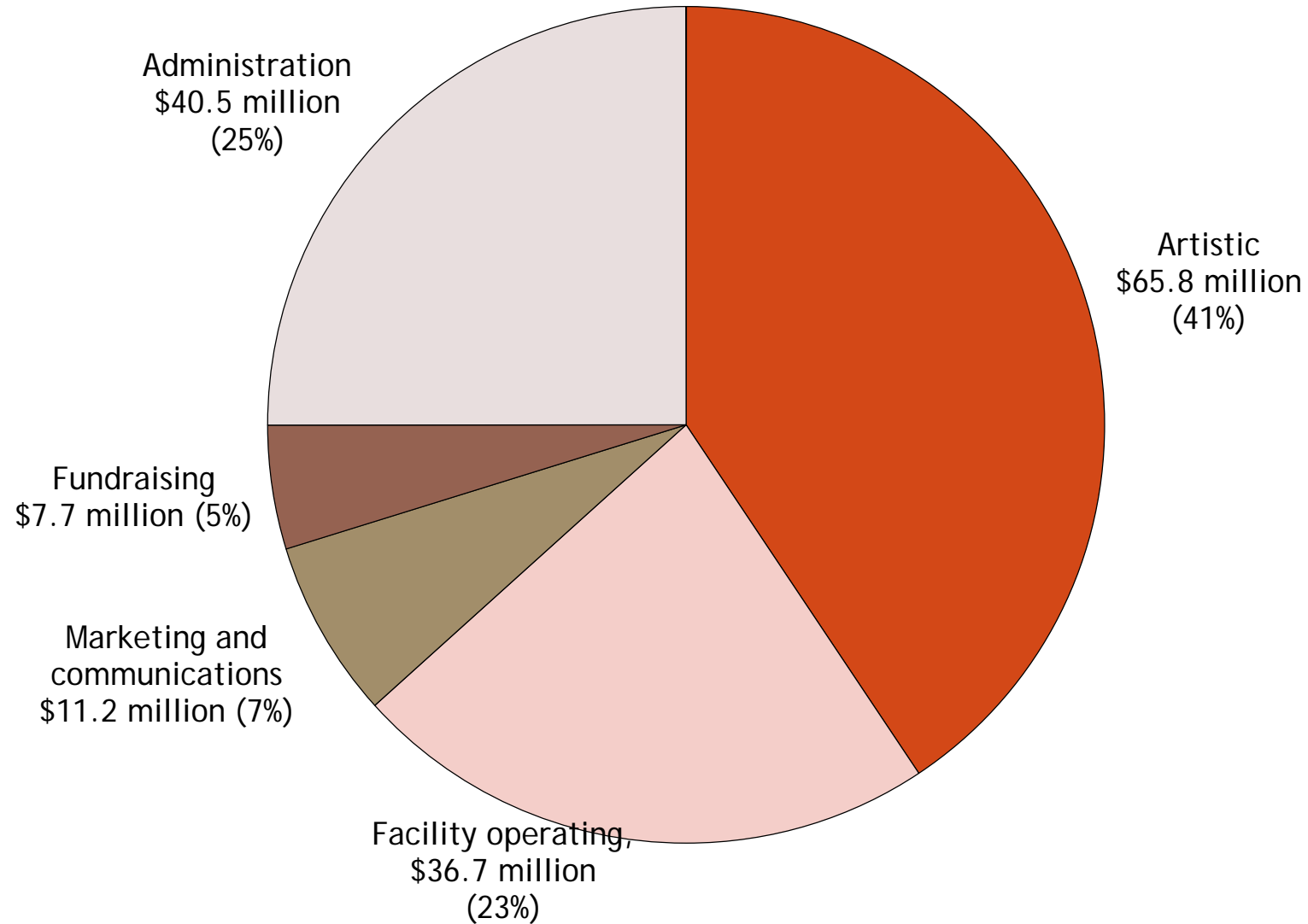
# Total revenues of \$172 million

## Operating revenues of 45 Ontario art galleries, 2013



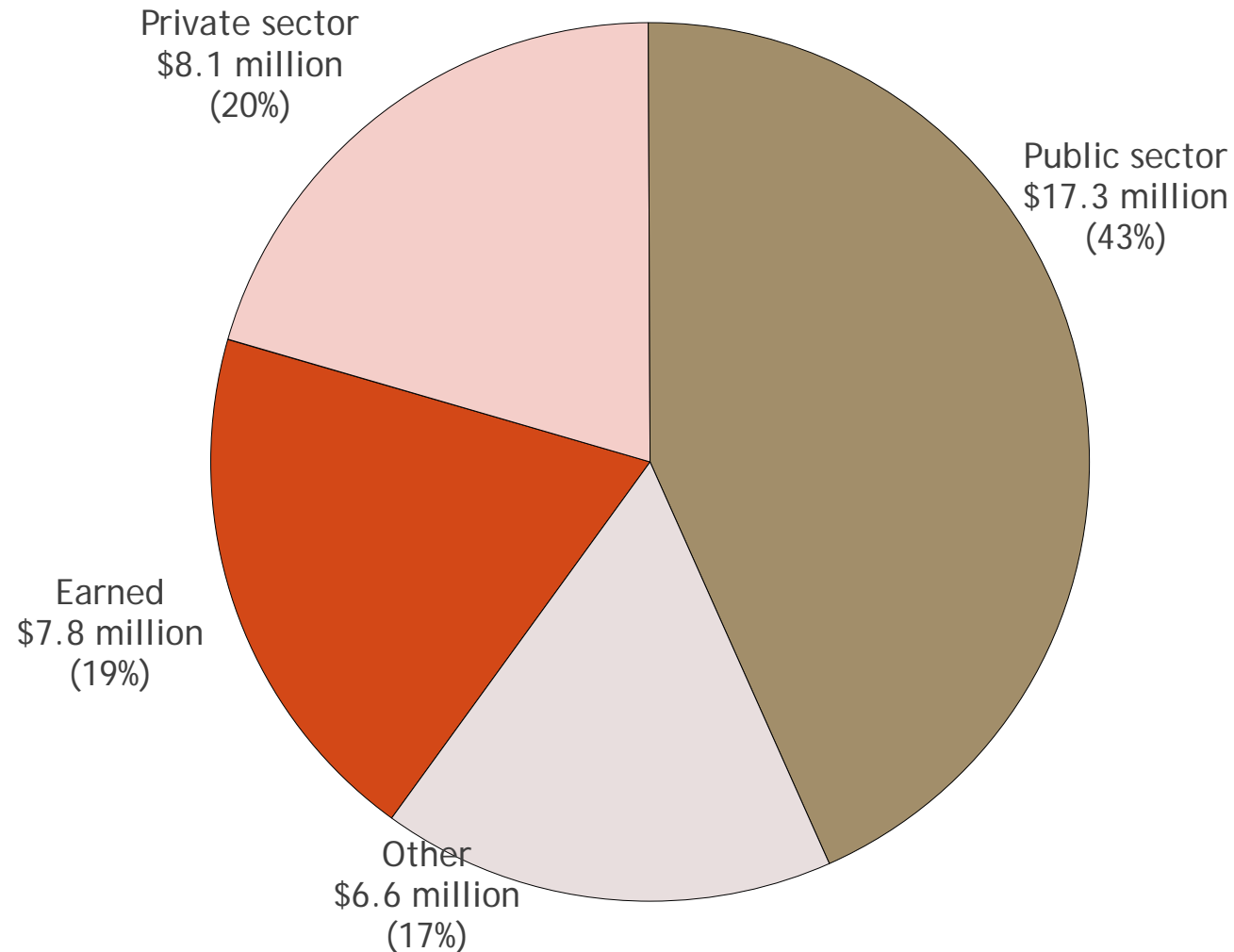
# Total expenses of \$162 million

Operating expenses of 45 Ontario art galleries, 2013



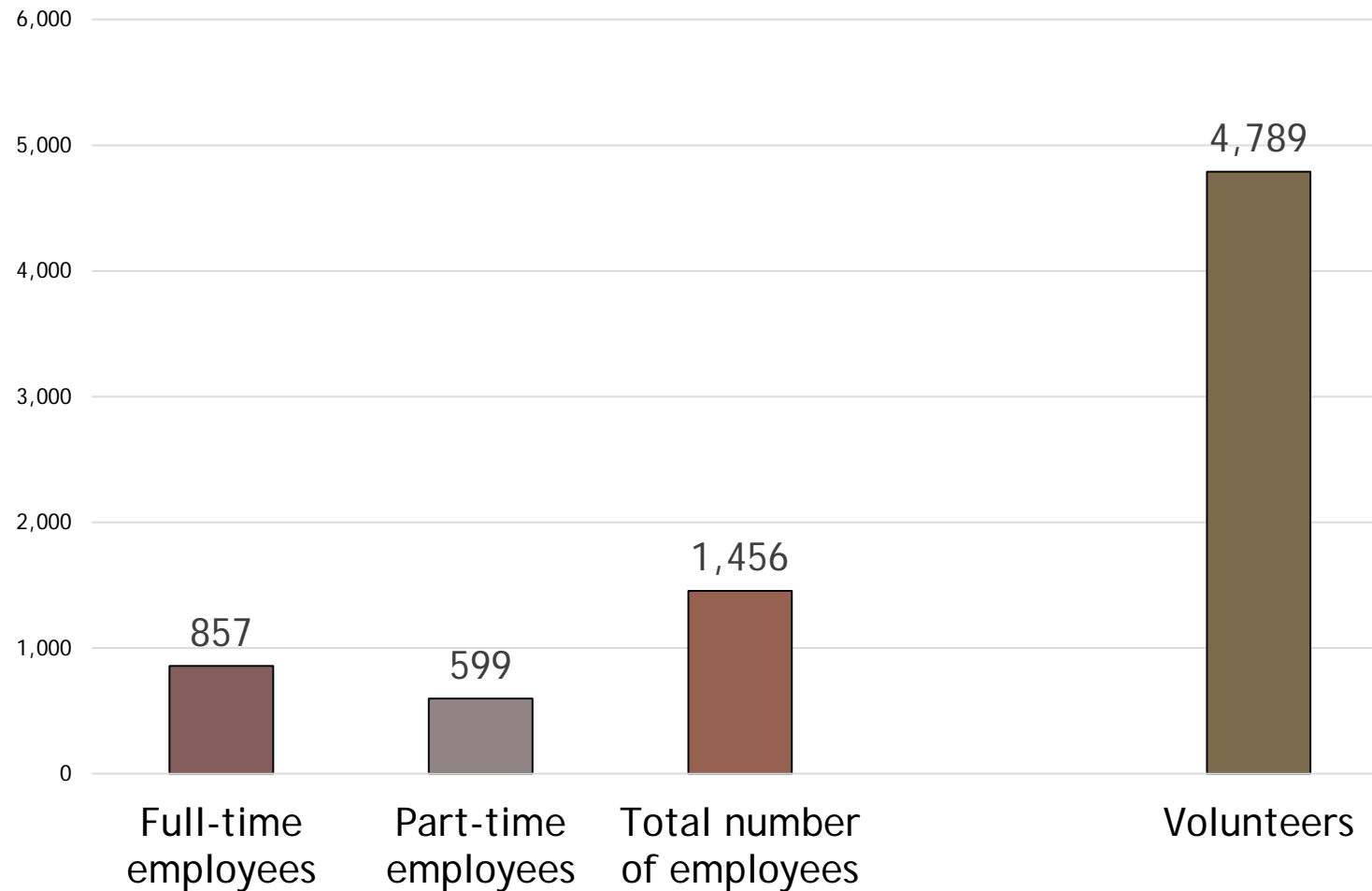
# Revenue breakdown excluding largest galleries

- 42 galleries with revenues under \$5 million
- earn lower percentage of revenues
- raise larger percentage from private sources
- receive smaller percentage from government
- generate higher percentage from other sources



# Nearly 1,500 staff members and 4,800 volunteers

Staff and volunteers at 44 Ontario art galleries,  
2013



# Key success: Community engagement

- 30 directors identified community engagement as a success
- 23 identified exhibitions
- 23 identified financial health or revenue generation

# Key challenges: Facilities and finances

- 29 directors identified facilities, physical plant
- 28 identified financial health or revenue generation
- Much more qualitative information is provided in the full report.

# Changes between 1993 and 2013

- 23 galleries reporting in both 1993 and 2013
- Collections nearly doubled in size
- Full-time staff increased slightly (4%)
- Part-time staff decreased (-30%)



# Significant increase in attendance since 1993

- 1993: 1.4 million
- 2013: 2.3 million
- 69% increase
  
- Number of exhibitions decreased by 19%
  - 479 in 1993 and 389 in 2013

# Since 1993, collective accumulated deficit has been changed to surplus

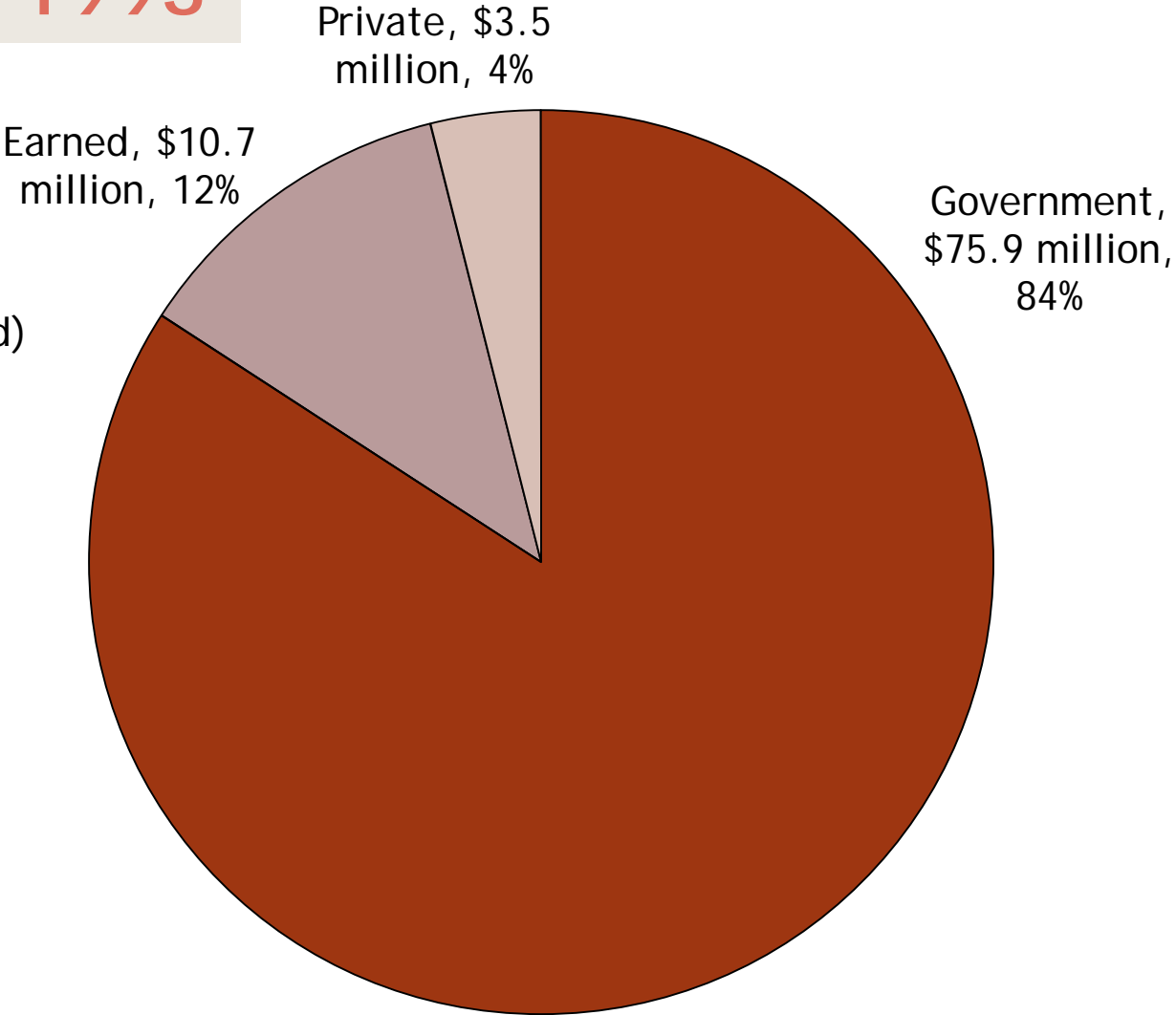
- 1993: accumulated **deficit** of \$4.4 million
- 2013: accumulated **surplus** of \$11.4 million

# Art galleries have significantly diversified their revenue sources since 1993

1993

Total revenues = \$90.2 million

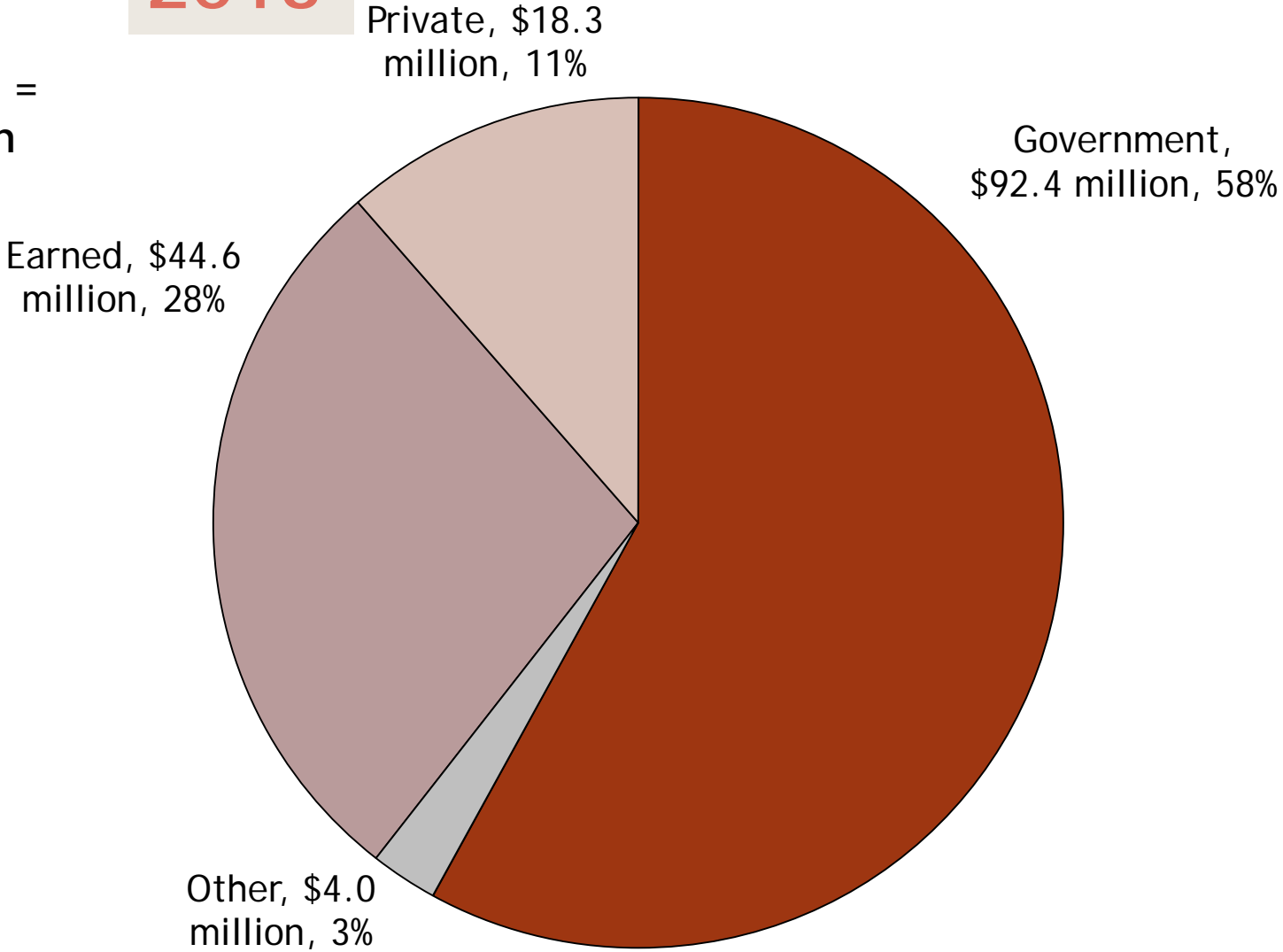
Other (not asked)



# Art galleries have significantly diversified their revenue sources since 1993

2013

Total revenues = \$159.4 million



# Art galleries have significantly diversified their revenue sources since 1993

- After adjusting for inflation:
  - Total revenues: For every \$1 in 1993, the galleries had **\$1.77** in 2013.
  - Government revenues: For every \$1 in 1993, the galleries received **\$1.22** in 2013.
  - Earned revenues: For every \$1 in 1993, the galleries generated **\$4.16** in 2013.
  - Private sector revenues: For every \$1 in 1993, the galleries raised **\$5.15** in 2013.

Thank you! Merci !



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