



Agency for Cultural Affairs, Government of Japan
2016 Program for Nurturing Upcoming Artists who lead the next generation
'Research on Support of the Arts and Culture by Private Sectors in Foreign Countries'

Australia Research Report for 2016 (Melbourne)

Date: Tuesday, 8 November – Thursday 10 November 2016

1. Purpose of Research

Since 2014, Association for Corporate Support of the Arts (KMK: Kigyo Mecenat Kyogikai) has been conducting researches of the support in arts and culture by private sectors in overseas, in order to understand variety of concepts and frameworks of private support of the arts and culture that exist in different countries. This research visit and hearing with both public and private sectors who are engaged in arts and cultural support in each country, give us new insights of different trends, policies and strategies that may not be familiar in Japan, which would greatly help Japanese corporate support of the arts and culture in the future.

With the cooperation of Mr. Carrillo Gantner (Chairman of Sydney Myer Fund), who appeared as a guest speaker at 'Art, Culture, and Creative Society – The Role of Corporations, and ASEAN Network- Tokyo Conference' (27 May 2016 at Bellesalle Tokyo Nihombashi, Japan) organized by KMK, this year's research visit to Melbourne (Australia) brought many interesting cases that are rooted deeply in Australian government policy, philanthropy and corporate sponsorship. Below are the list of organizations KMK visited.

2. Organizations/Schedule

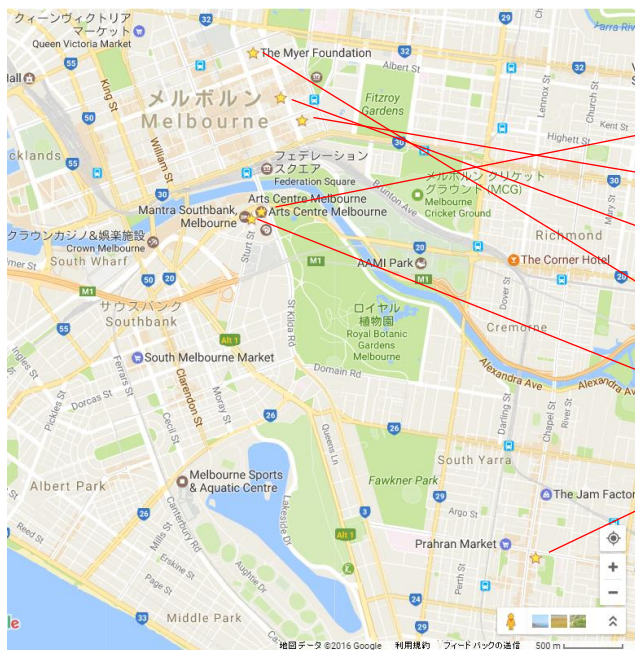
Attendees:

Ms. Shione Suezawa (Research & Investigation)

Ms. Aoba Nezu (Project Coordinator for International Projects)



11/8 (Tue)	①	Arts Centre Melbourne https://www.artscentremelbourne.com.au/ 100 St Kilda Rd, Melbourne, VIC, 3004 Ms. Alice Molan (Director, Development)	Government owned (Department of Economic Development, Jobs, Transport and Resources)
	②	Philanthropy Australia http://www.philanthropy.org.au/ 55 Collins Street, Melbourne, VIC 3000 Ms. Patricia Burke (VIC&TAS Manager) Mr. Chris Wootton (Philanthropic Service Manager)	A peak Body representing Australia's grantmaking private, family, corporate, and community trusts and foundations
11/9 (Wed)	③	Creative Victoria http://creative.vic.gov.au/ 31/121 Exhibition St, Melbourne VIC 3000 Mr. Christopher McDermott (Senior Manager, Policy and Research) Ms. Lainie Kluska (Senior Manager, Communications)	Government body in Victoria (Department of Economic Development, Jobs, Transport and Resources)
	④	Sydney Myer Fund & The Myer Foundation myerfoundation.org.au PO Box 21676, Little Lonsdale Street, Melbourne Victoria 8011 Mr. Leonard Vary (Chief Executive Officer) Dr. Neal Harvey (Program Manager)	Two separate philanthropic bodies of Myer family philanthropy
11/10 (Thu)	⑤	Creative Partnership Australia https://www.creativepartnershipsaustralia.org.au/ 2-4 Kavanagh Street, Southbank VIC 3006, Australia Ms. Fiona Menzies (Chief Executive Officer)	A business name of the Australia Business Arts Foundation, supported by Australian Government (Department of Communication and the Arts)
	⑥	FIT Sponsorship Marketing http://www.fitsponsorship.com/ 75a Chapel St, Windsor, VIC 3181, Australia Mr. Bruce Mckaskill (Managing Director)	Private sector to find sponsors for Arts, Entertainment, Cultural and Community rights holders.
	⑦	Virgin Atlantic Australia https://www.virginaustralia.com/ Macquarie Place Sydney NSW 2000, Australia Ms. Emily Choo (Entertainment and Art Sponsorship Manager)	Private sector



【Melbourne Map and Location Map】

- ① Arts Centre Melbourne
- ② Philanthropy Australia
- ⑦ Creative Victoria
- ⑥ Sidney Myer Fund & The Myer Foundation
- ⑤ Creative Partnerships Australia
- ④ FIT Sponsorship Marketing
- ③ Virgin Airlines Australia
※Office is located in Sydney. Hearing took place in Melbourne

3. Interview Result

3-1. Summary

(1) Overview of Philanthropy in Australia

※ () indicates the organizations interviewed

- Philanthropy in Australia has been carried out by individuals for 50 %, corporations for 30%, as well as trusts and foundations for 20 %. Donations by individuals contribute the most. But also, in these days, bequests and their foundations increasingly engage in philanthropy. The major reasons that corporations focus on philanthropy are to promote themselves, to resonate the value of their philanthropic projects and organizations, to experience the engagement as a member of the project through philanthropic activities, and corporate social responsibility. It is important that outcome from donations are clearly recognized through events. To build a long-term relationship between sponsors and donators, fundraising events are often held. (Philanthropy Australia)



- As a whole, the number of cultural support by private sectors is increasing. However, in recent years, corporations have been required to show clear marketing results by supporting culture from management team and shareholders, and thus the number of cultural support by corporations are rather decreasing. Corporations has been favouring community events deeply related to their businesses, events with many spectators like festivals and free events, and support for educational programs, mainly because it is easier to explain to stakeholders. (Creative Partnership Australia)
- The Australian Government has been gradually reduced support on culture, arts and community. Now, cultural organizations are expected to work on their own for securing continuous income from, for instance, corporate sponsorship. From an aspect of corporations, they had appreciated the value of corporate philanthropy in the increase of their appearances on media, as it is common in sponsorship for sports. However, since today's media develops individually and fragmented, they now seek for sponsorship that can reach a wider group of potential clients. (FIT Sponsorship Marketing)
- The statistic for 2016 shows that 13% of the total income that granted private cultural organizations receive, are donated from private sectors, which is equivalent to AU\$ 489 million. Individual donators and philanthropists contribute the most, reaching to 7% of the private donations. Corporate sponsorship (approximately 3%), and non-financial aid such as accommodation offerings, cooperation in PR (2%) has increased in these years. (Creative Victoria)



(2) Cultural affairs and creative industry in Victoria

- There is a wide range of culture exist in Victoria including Aboriginal cultures, visual arts, performing arts, fashion, music, and design. Many visitors from inside and outside the country visit public cultural facilities, galleries, and theatres in Victoria. Also, half of productions for television series and digital games in Australia are taken place in Victoria. Due to the raise of economic and social value in creative industry in Victoria, the strategy for creative industry, Creative State was launched in 2015 by the Minister for the Creative Industries. It focuses on 40 targeted actions based on five areas including AU\$ 115 million investment over four years from 2016 to 2020, and strengthening the industries ecosystem, backing creative talent, and building international engagements. (Creative Victoria)

(3) Cases of cultural support by private corporations and foundations

- Arts Centre Melbourne operates several donation programs designed for individual donators and corporations to large-scale partnerships and sponsorship for corporations, which provide 6% of the organization's annual income. Their recent partners for large-scale programs are Bank of Melbourne, Australian Hotels Association, and Superannuation Fund. Their brand promotions through Art Centre Melbourne with the partnership programs offer them opportunities to integrate potential clients.
- Sidney Myer Fund & The Myer Foundation has provided substantial support by maintaining various grant programs designed specifically for experienced artists, or independent art and culture organizations. Sidney Myer Performing Arts Awards are distributed every year to recognize outstanding achievements of individuals, groups, and facilitators in the field of performing arts.
- Virgin Australia has expanded its support in culture since 2011. It sponsors in many genres including



contemporary arts, orchestra, film, and musicals. The company does not only offer financial contribution, but also, by taking advantages of their business, assistance in artists' travels and promotional opportunities at airports and their commercial videos.

- Cultural intermediate support organizations such as Philanthropy Australia and Creative Partnership Australia carry out a variety of programs, operated by highly specialized and skilled staff that connect donators and art organizations in all over the country. Creative Partnership Australia prepares a list of rich supporting programs specifically designed for, for instance, training on fundraising skills, or managing matching funds and online funds.
- FIT Sponsorship Marketing is a private agent company that conducts research, analysis and consulting specialized for the aim of acquiring sponsorships in arts and culture in accordance to the understandings of trends in today's corporate sponsorships. The company connects art organizations and corporations, analyze values of art organizations and its market to help them obtain donations, and provide with proposals and projects for the goal.



(4) OVERVIEW

Term of Philanthropy

With this research trip to Melbourne, it is noticeable that, in particular, Japan has no awareness (or rather has no understanding) of difference between philanthropy and private sectors' support of the arts. In Australia, it is quite clear that philanthropy refers to gift that donators expect nothing in return, which differentiates from corporate support in general. Although there is a corporate gift, this term is rather less common. It is said that current trend shows corporations classify their contributions under two categories, one as sponsorship with give –take relationship that applies to sports and arts, and the other as gift with expectation of nothing in return that applies to natural disaster and welfare.

The form of philanthropy in arts and culture in Japan seems not to follow neither the European model which the main financial resource of arts and culture comes from the government, nor the American model that large sum of donations by private organizations and individuals are hugely contributing to arts and cultural activities. Before the war, it was individual entrepreneurs who had patronized arts and culture. For instance, Kihachiro Okura, a baron and founder of Okura-gumi/Okura financial group/ Okura Shogyo Gakko (current Tokyo Keizai University), built Japan's first private museum Okura Shukokan by donating many of his cultural assets and oriental antiques he had collected in his lifetime. However, it was his fear of losing his collections that built this museum. More characteristics of Japan are the owners of big department stores such as Mitsukoshi, built concert halls, galleries and art centres inside their stores. Yet, these activities were initiated and developed by so-called 'rich', and for the general public, any philanthropic activities like above were considered to be acts of self-advertisement and acts of 'rich' individuals. Therefore, it was until very recent years when it was realized that any acts of supporting arts and culture can contribute hugely to the Japanese society and people.



After the war, this trend shifted towards the sponsorship of corporations, foundations and organizations supporting financially in order to build museums and concert halls. It was not until 1990s when the importance of social contribution through arts and culture was discussed, and many corporations established the CSR (Corporate Social Responsibility) Division inside their corporations one after another in order to directly deal with corporate philanthropic activities; some of them have been proactively involving communities and citizens to work together, and some of them have been also aiming to promote their brands to the society through these activities, together with the society

See the link below for examples

http://www.mecenat.or.jp/en/wp-content/uploads/JapanMecenatAwards2015_Winners_Announced_pressrelease_FN.pdf

Remarkable Features

In Japan, Arts Council Tokyo has been launched aiming towards the Tokyo Olympics and Paralympics 2020, and there is the raise of concerns on utilizing cultural resources for regional revitalization. Under such a circumstance, there are a lot of learnings Japan should study from cultural affairs in Melbourne. Various supporting forms for cultures from individuals, private sectors and government are established and structured in this international city that embraces diverse cultures from Asian and Oceania. Especially, in a comparison to Japan, the following findings are remarkable:

- **The establishment of philanthropy in society and a wide range of supporters**

In Australia, philanthropy is strongly established in society, and there are a wide range of supporters including individual donators, foundations, trusts, and corporations. Particularly, the scale of donations by individuals is much larger than Japan. Although private cloud funding has been familiar in these years, donations by individuals in Japan has not established as much as Australia, rather rare. Association for



Corporate Support of the Arts has launched a website for donations, working on to connect various donators and arts organizations. (544 donations were made in 2015 that was equivalent to JPY 274.4 million, including those from corporations.)

On the other hand, Japan has a long history of corporations and corporate foundations being crucial contributors for supporting regional cultures as well as the federal and local governments, since their financial engagement reaches almost the amount of federal budget for culture.

In addition, cultural intermediate support organizations such as Creative Partnership, and Philanthropy Australia offer intensive support including providing substantial information that brings an overall understanding of the country's philanthropic affairs, and programs that assist to build valuable relationships between donators, and artists and arts organizations. In respect to arts organizations, Arts Centre Melbourne carries out philanthropic programs designed by departments in different specializations, and actively communicates with other foundations and philanthropic organizations.

● “Arts” and “Creative”

In Japan, there are clear boundaries for institutions to authorize different fields of arts and cultures. Cultural facilities, and artist education and support are overseen by Agency for Cultural Affairs (Government of Japan), while development of creative industries including design, Japan branding and game by Ministry of Economy, Trade, and Industry. However, in Victoria, arts and creative industries are considered to integrate that their cultural policies are aimed for both together. It is concerned that such difference led in Victoria to raise and promote creativity actively. It is also impressive that the range of genres that Virgin Australia work on sponsorships is very wide from commercial entertainment to contemporary.



As a city with full of greenery expanded from a river, Melbourne is unique for its urban development as a cultural-friendly city for citizens and tourists to enjoy and appreciate arts and various Australian cultures including Aboriginal cultures, contemporary arts and performing arts.

- **Marketing perspectives for supporting culture**

FIT Sponsorship Marketing conducts consulting based on its original index to analyze characteristics of cultural facilities and organizations, and its statistic data, for proposing sponsorships to corporate marketers. In Japan, although there are NPO specialists for fundraising, and think-tanks researching culture, it is not common that a private firm carries out consulting specialized in arts and cultures targeting from large-scale facilities to small-scale organizations.

As seen in Australia, there is a tendency in Japan that corporations have become strictly sensitive with outcomes of corporate support in arts and cultures whether it is beneficial for them or not. Due to the economic downturn, and growing popularity of the concepts in Corporate Social Responsibility, corporations have reduced budget for cultural supports, or shifted to philanthropy that is more directly related to their own business. Some corporations still contribute to support regional culture in accordance to philosophy of their corporations or their owners'. Corporate staff in the department to support cultures in those companies continue challenging to utilize their company's management resources including other employees' manpower, technology, and know-hows. Yet, the consulting service with analysis and proposal that FIT Sponsorship Marketing provide would be a useful case study to for those corporations that do not have such management resources, or are willing to begin cultural philanthropy for the first time.



Finally, although these interviews were conducted only in Melbourne, Victoria this time, we would like to acknowledge more information about cultural policies and their differences between federal and provincial governments, and their relationship with cultural supports by private sectors.