
Fact Sheet

The Community & Economic Value of a Gallery

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Why should local governments have an art gallery?

Public galleries deliver extremely valuable cultural, social and economic returns to their communities. They generate significant increases in positive social indicators including community cohesion, health and improved educational outcomes. Importantly, as centres of artistic, creative and intellectual enquiry, they provide a place for community members to gain inspiration and to learn. The many workshops, talks, performances and social events presented by galleries create a sense of community and connection, reducing social isolation and enriching the lives of those they reach.

Galleries add cultural and social value to a community by:

- presenting exhibitions of nationally and internationally significant visual art, craft and design which residents, particularly those in regional areas, may otherwise never see;
- delivering art-based school holiday programs and pre-school activities for young families;
- presenting workshops and creative learning opportunities for local residents;
- hosting regular artist and curator talks and social activities for specific sectors of the community, such as seniors, who benefit from increased social connection;
- generating interest and support for other cultural events such as art festivals;
- generating increased opportunities for new allied businesses to emerge and thrive, such as cafés and retail shops;
- attracting cultural tourists to visit exhibitions, generating significant economic income for the local area;
- developing and enhancing a sense of pride for communities who become the ambassadors for the gallery, attracting further visitors;
- caring for and presenting iconic gallery architecture to communicate the bold and visionary nature of a community and enhancing a sense of place and local pride.

Galleries add economic value to a community:

- Over 4 million people visit galleries across Victoria annually, providing a significant boost to the economies of these communities.
- Many councils are investing in major upgrades to gallery buildings in recognition of the significant economic benefits which flow from cultural tourism.
- The 2016 Archibald Prize at Ballarat Art Gallery generated \$6.5m in direct income. Its 59,000 visitors contributed a wider regional economic impact of \$12m.
- Interstate, the 26 cultural facilities in the NSW towns of Albury, Wagga, Bathurst, Orange, Dubbo, Tamworth and Armidale generate:
 - \$61.81m in goods and services derived from operations (\$41.44m, capital expenditure
 - (\$2.43m) and the impact of tourist visitation (\$17.93m)
 - \$32.35m in net value added to the regional gross economies
 - \$15.40m in income to households across the regions
 - 293 full time equivalent jobs

Additional Resources

Demonstrating Impact: Four Case Studies of Public Art Museums

Authors: Jody Evans, Kerrie Bridson and Joanna Minkiewicz, 2013. Asia Pacific Social Impact Leadership Centre, Melbourne Business School, Melbourne

<https://pgav.org.au/Demonstrating-Impact-Four-Case-Studies-of-Public-Art-Museums~189>

Adding Value: A report on the economic impact of the cultural infrastructure of the Evocities of NSW

Author: Museums and Galleries of NSW

<https://mgnsw.org.au/sector/resources/online-resources/research/adding-value/>

PGAV

The Public Galleries Association of Victoria (PGAV) is the peak body representing fifty art galleries and art museums across metropolitan and regional Victoria. Our role is to support, develop and promote public galleries in Victoria and within the national context.

Our Vision

Is a vibrant, cohesive, professional network of public galleries across Victoria that deliver inspiring visual art experiences which are relevant and accessible to the whole community.

Our Mission

Is to build and strengthen the capacity of public galleries in Victoria to deliver valuable cultural, social and economic returns to their communities. To achieve this mission we act as a broker between our members, the three-tiers of government, the private and philanthropic sectors, education and research institutions, the media and the community.



