

# 2024 Benchmarking for small to medium galleries

This information was collected for the 2022 M&G NSW Sector Census and utilises data from 41 medium sized public galleries with a Full Time Equivalent range from 1.4 to 14.0 FTE. It includes organisations from the local government and university sectors.

### **Staffing**

All responding organisations have paid staff, with an average of 5.5 Full Time Equivalent (FTE).

| Organisations identified having the follo positions: | wing salaried |
|--|---------------|
| Director   | 100%          |
| Curator  | 83%           |
| Administrator/Office Manager                         | 74%           |
| Public Programs Officer                              | 68%           |
| Assistant Curator                                    | 47%           |
| Education Officer                                    | 39%           |
| Communications and/or Marketing                      | 34%           |
| Installer  | 34%           |
| Registrar  | 22%           |
| Volunteer Manager                                    | 10%           |
| Philanthropy/Sponsorship Manager                     | 10%           |
| Conservator  | 2%            |

24% respondents indicated that staff positions had been amended in the previous 4 years to support operations outside their facility (such as supporting other cultural organisations, departments or events in their Local Government).

#### **Salaries**

Salary ranges below have been sourced from advertised roles from 2022 to 2024 or direct contact with organisations. The breakdown of FTE between organisation size differs between museums and galleries to ensure representative spread within each sector.

| Org FTE:      | Director    | Curator    | Programs /<br>Education |  |  |
|---------------|-------------|------------|-------------------------|--|--|
| Up to 4.9     | \$80,000 -  | \$85,843 - | \$72,010 -              |  |  |
| FTE           | \$119,600   | \$103,015  | \$86,372                |  |  |
| 5.0 - 7.9 FTE | \$90.000 -  | \$81,855 - | \$68,398 -              |  |  |
|               | \$125,000   | \$97,613   | \$81,565                |  |  |
| 8.0 - 14.0    | \$129,924 - | \$95,331 - | \$81,860 -              |  |  |
| FTE           | \$144,368   | \$112,000  | \$105,000               |  |  |

#### **Volunteers**

88% of organisations have volunteers, with an average of 28.7 volunteers each.

| Of those with volunteers, the main functions for volunteers were: |     |  |  |  |
|---|-----|--|--|--|
| Front of house, front desk, ticketing 61%                         |     |  |  |  |
| Public programs and events  | 47% |  |  |  |
| Tour Guides   | 44% |  |  |  |
| Research  | 14% |  |  |  |
| Funding applications and fundraising                              | 11% |  |  |  |
| Digitisation  | 8%  |  |  |  |
| Collection care   | 5%  |  |  |  |
| Building maintenance  | 5%  |  |  |  |
| Outreach/Community Engagement                                     | 3%  |  |  |  |
| Cleaning  | 0%  |  |  |  |

### **Budgets**

Operational Budgets ranged from \$220,000 to \$2,800,000. Average budget was \$866,535. Organisations receive and generate revenue across a range of sources, with local government representing the biggest share.

| % organisations receiving revenue from following sources:             |     |  |  |  |
|---|-----|--|--|--|
| Local Government  | 83% |  |  |  |
| *Those receiving more than 75% of their funding from local government | 63% |  |  |  |
| Create NSW  | 78% |  |  |  |
| Philanthropy, Private Donors & Sponsorship                            | 71% |  |  |  |
| Gift shop   | 68% |  |  |  |
| Member fees including through Friends groups                          | 58% |  |  |  |
| Commercial activities   | 49% |  |  |  |
| M&G NSW   | 29% |  |  |  |
| Entry fees  | 27% |  |  |  |
| Australia Council (Creative Australia)                                | 27% |  |  |  |





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### **Programs and visitation**

\*note these figures were for 2021, and as such highly impacted by Covid-19 restrictions.

A total of 617 exhibitions were presented, representing an average of 15.04 exhibitions per venue.

Attendances totalled 1,414,820 with an average of 34,507 per venue.

100% of organisations deliver engagement programs, with 154,118 people attending these programs.

| Number of Engagement Programs Delivered |     |  |  |  |
|---|-----|--|--|--|
| None delivered                          | 0%  |  |  |  |
| Less than 5                             | 0%  |  |  |  |
| 5 - 10                                  | 5%  |  |  |  |
| 10 - 40                                 | 36% |  |  |  |
| 40 - 60                                 | 22% |  |  |  |
| 60 and over                             | 37% |  |  |  |

#### **Collection Items**

| Respondents identified the following number of collection objects: |     |  |  |  |
|--|-----|--|--|--|
| No collection  | 15% |  |  |  |
| 100 items or less  | 2%  |  |  |  |
| 101 - 1,000  | 34% |  |  |  |
| 1,001 - 5,000  | 37% |  |  |  |
| 5,001 - 10,000   | 12% |  |  |  |
| More than 10,000   | 0%  |  |  |  |

## Benchmarking based on Full Time Equivalent

| Org<br>FTE:          | % orgs<br>in FTE<br>bracket | % orgs<br>with<br>Director<br>salaried<br>director | Operational<br>budget<br>range | Average<br>budget | Visitation<br>range* | Average<br>visitation | Exhibition<br>no. range | Average<br>no.<br>exhibitions | % orgs<br>with<br>1,000+<br>collection<br>objects |
|----------------------|-----------------------------|--|--------------------------------|-------------------|----------------------|-----------------------|-------------------------|-------------------------------|---|
| Up to<br>4.9<br>FTE  | 39%                         | 100%   | \$250,000 -<br>\$2,200,000     | \$669,812         | 3,500 to<br>80,900   | 20,882                | 5 to 30                 | 13.06                         | 40%   |
| 5.0<br>- 7.9<br>FTE  | 41%                         | 100%   | \$355,000<br>-\$2,300,000      | \$1,195,092       | 5,000 to<br>80,000   | 35,377                | 5 to 21                 | 16.5                          | 44%   |
| 8.0 -<br>14.0<br>FTE | 20%                         | 100%   | \$1,300,000<br>-\$2,326,884    | \$1,580,399       | 15,000 to<br>150,000 | 66,942                | 12 to 25                | 17.25                         | 83%   |

<sup>\*</sup> Visitation and Programs based on 2021 data, therefore impacted by Covid-19 restrictions



<sup>\*\*</sup> Represents gallery closed for redevelopment