

ifa ECP Monitor Fact Sheet

Australia

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1. Key Indicators

		2019	2015	
Population	Number/rank	25.36 / 55 th	6.51	
GDP per capita	Rank/number	1,392,681 / 14 th	4	
Cultural economy (%GDP)¹	As share of GDP	53,079	12.18	
Education economy (%GDP)²	As share of GDP	0.94 ⁽²⁰¹⁸⁾	-0.42	
R&D economy (%GDP)³	As share of GDP	5.85 ⁽²⁰¹⁸⁾	0.05	
Media economy	As share of GDP	-	-	
Geopolitical position	Hard power rank	19 ⁽²⁰²¹⁾	13	↓
	World trade rank	21	20	↓
	Soft power rank	9	6	↓
	Diplomacy rank	27	27 ⁽²⁰¹⁶⁾	-

Sources: OECD, World Bank

2. Overview of External Cultural Policy

	2019
Number of countries with ECP activities	~ 84 ⁴
Total number of institutions abroad	9 bilateral organisations, 11 international ABC bureaus,
Total number of FTE staff engaged in ECP activities	DFAT: 3,702
Government financial support (A\$) / DFAT	Program 1.1: Foreign Affairs and Trade Operations: 830,346,000 Program 1.5 New Colombo Plan: 50,933,000 Program 1.6 Public Information Services and Public Diplomacy: 11,304,000 Program 1.7 Promote Australia's International Tourism Interests: 154,118,000 Total spending for diplomacy & aid: 6.7 billion ⁽²⁰¹⁹⁻²⁰⁾

¹ Statista (n.d.). Retrieved from: <https://www.statista.com/statistics/555243/china-cultural-industry-share-of-gdp/#:~:text=In%202018%2C%20China's%20cultural%20industry's,3.48%20percent%20share%20in%202012.>

² UNICEF (n.d.). Retrieved from: <https://www.unicef.cn/en/figure-826-government-expenditure-education-and-its-percentage-gdp-19922017#:~:text=Since%202012%2C%20China%20has%20achieved,lower%20than%20the%20world's%20average.>

³ Expressed as Gross Domestic Expenditure on R&D (GERD) (Eurostat).

⁴ DFAT has 120 posts in 84 countries. DFAT (2020).

	2019
Total expenditure of all ECP operators (\$ million)	-
Comparative ECP ranking	major

MAIN OBJECTIVES

- Promote Australia’s economy, tourism, strong education credentials, as well as excellence in innovation, science, and technology
- Build understanding of Australia’s role in and commitment to the Indo-Pacific region
- Strengthen Australia’s influence internationally

POLICY CONTEXT

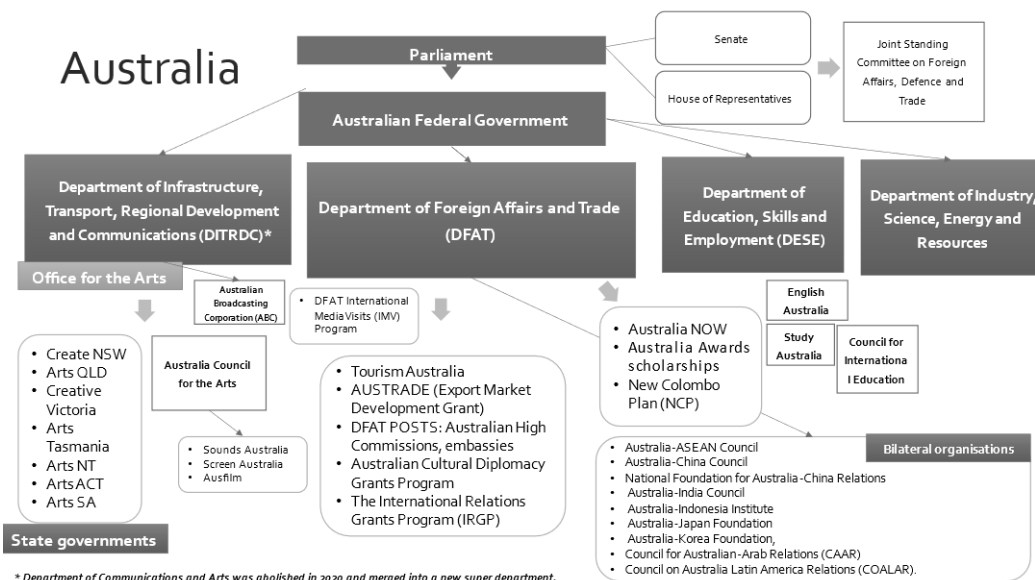
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REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS

- **Australia Council for the Arts:** Western Europe, North America, North Asia, and South and Southeast Asia.
- **Focus country program *Australia now*:** Brazil (2016), Germany (2017), Japan (2018), ASEAN (2019), Malaysia (2020).

Sources: Australian Government (2016). Public Diplomacy Strategy 2014-16

INSTITUTIONAL MAP



3. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	57 ⁵	-
Number of institutes	9 bilateral organisations ⁶	-
Number of FTE staff	Australia Council: 101	-
Number of cultural agreements	over 40	-
Budget (A\$)	Screen Australia: 91.52 million Australia Council (international activity): 1.4 million	Screen Australia: 113.77 million
Government financial support (A\$)	Support for Screen Australia: 81.79 million Support for Ausfilm: 3.4 million Int. film productions - Location Incentive: 30.4 million International Cultural Diplomacy Arts Fund: 774,400 provided to support 10 projects ⁽²⁰¹⁸⁻¹⁹⁾ Indigenous Repatriation Museum Grants Program: 659,000 ⁽²⁰¹⁸⁾	Support for Screen Australia: 84.40 million
Language		
Number of countries where courses are offered	-	-
Number of students enrolled	ELICOS 169,864	170,628
Education - Primary & Secondary		
Number of countries	~ 16	-
Number of schools	~ 89	~ 74
Number of students	-	-
Number of staff / teachers	-	-
Government financial support (A\$ million)	-	-

⁵ Countries where Australia Council supported arts activities.

⁶ Australia-China Council, Australia-ASEAN Council, Australia-India Council, Australia-Indonesia Council, Australia-Indonesia Council, Australia-Japan Foundation, Australia-Korea Foundation, Council for Australian-Arab Relations, Council on Australia Latin America Relations.

	2019	2015
Education - Tertiary		
Number of countries	New Colombo Plan (NCP): 37 Indo-Pacific countries	-
Number of universities / colleges abroad	-	31 IBCs associated with 14 Australian universities; 10 universities providing offshore distance learning programs ⁽²⁰¹⁴⁾
Number of domestic universities / colleges	39	-
Number of foreign students ⁷	444,514 ⁽²⁰¹⁸⁾	294,438
Number of students at transnational higher education (TNE)	84,227 ⁽²⁰¹⁸⁾	84,700
Number of government scholarships awarded	NCP: 11,321 ⁽²⁰¹⁹⁻²⁰⁾ Australia Awards: 3,053	NCP: 3,100 Australia Awards: 2,367
Government financial support (A\$ million)	NCP: 50.93 Australia Awards: 290.5	NCP: 10.96 ⁽²⁰¹⁵⁻¹⁶⁾ Australia Awards: 328.9 ⁽²⁰¹⁵⁻¹⁶⁾
Science and Research		
Number of countries	-ACAIR: 35 in the Indo-Pacific -CSIRO: 139 active agreements with international institutions	-
Number of institutes	-ACIAR (Australian Centre for International Agricultural Research) -Australia-China Science and Research Fund (ACSRF) -Australia-India Strategic Research Fund (AISRF)	-
Number of researchers / staff	CSIRO: 5,065 ACAIR: 79	-
Number of projects	ACIAR: 200 projects, 500 research organisations	-
Number scientists in exchange programs	-	-

⁷ Data based on Global Flow of Tertiary-Level Students | UNESCO UIS. (2020). Retrieved 2 September 2020, from <http://uis.unesco.org/en/uis-student-flow>.

	2019	2015
Budget (A\$ million)	CSIRO: 1,420 ACAIR: 11.962 ⁽²⁰¹⁹⁻²⁰⁾	-
Government financial support (A\$ million)	-	-
Media		
TV: ABC Australia		
Number of countries broadcasted to	37 countries & territories in the Indo-Pacific	40
Number of languages	4 (Mandarin, Bahasa Indonesia, Tok Pisin and English)	-
Number of channels	-	-
Audience / monthly	406,000 ⁽²⁰¹⁸⁾	-
Digital & social media audience (million / monthly)	9.3 on ABC digital platforms	-
Budget (A\$ million)	ABC International services: 11 ⁽²⁰¹⁷⁻¹⁸⁾ Amplifying Australia's voice in the Pacific ⁽²⁰¹⁹⁻²⁰⁾ 5.7	DFAT grant: 4.58 (2014, 20.8)
Radio: ABC Radio Australia		
Number of countries broadcasted to	-	-
Number of languages	English, Tok Pisin	3 (English, Tok Pisin and French)
Number of channels	-	-
Audience / monthly average ⁸	101,558 ⁽²⁰¹⁸⁾ 240,861 podcast downloads	-
Digital & social media audience (million)	8.6 million	-
Number of streams (online) / international		

⁸ The ABC's Asia-Pacific Audience Footprint (Jan – Jun 2018) (excludes Australia/NZ) (ABC, 2018).

New Media	2019	2015
Social networks following (international followers)	ABC Facebook accounts: 14.6 million ABC Instagram accounts: 375,000 ABC YouTube channels: 245.3 million views Australia Plus Learn English: 4,789,000 (Facebook) 115,000 (YT) ABC Australia 115,000 (YT)	⁽²⁰¹⁶⁾ Australia Plus: 150,000 (Facebook) 70,000 (YT) Australia Plus Learn English: 3.9 million (Facebook)
Audience / unique visitors	(2018-19): 152.6 million international sessions on ABC websites 18.5 million international sessions on ABC apps 27.4 million podcast downloads by international audiences	-
Social networks following (international followers)	ABC Facebook accounts: 14.6 million ABC Instagram accounts: 375,000 ABC YouTube channels: 245.3 million views Australia Plus Learn English: 4,789,000 (Facebook) 115,000 (YT) ABC Australia 115,000 (YT)	⁽²⁰¹⁶⁾ Australia Plus: 150,000 (Facebook) 70,000 (YT) Australia Plus Learn English: 3.9 million (Facebook)

4. Current Issues and Developments

- The ‘critical’ need for Australia is improved diplomatic capacity. As the former Prime Minister Kevin Rudd declared: “Given the vast continent we occupy, the small population we have and our unique geo-strategic circumstances, our diplomacy must be the best in the world”. For a small nation with global aspirations, more attention should be paid to not only economic but also cultural diplomacy. Also, without proper coordination and financial support, the existing ECP efforts risk falling on barren ground.
- Australia as an education provider is a renowned global brand. Unfortunately, the Covid-19 pandemic has put its strengths to the test and revealed many neglected pain points – especially excessive reliance on international tuition fees and focus on selected student origin countries. The Australian borders are likely to stay shut for a while. The question remains how universities will keep up in the global competition on the international education market.

5. Contributions to multilateral cultural organisations

	2019	Change since 2015
UNESCO (US\$)	3,828,269	-

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Imprint

The External Cultural Policy Monitor

Developed by Helmut K. Anheier, Hertie School & UCLA Luskin School of Public Affairs, and ifa Competence Centre. Supervised by Helmut K. Anheier. Coordinated by Sarah Widmaier for ifa.

This paper is a summary of the respective Country Report.

Preferred citation

Markovic, Darinka (04/2022). "Australia. Fact Sheet," in: Helmut K. Anheier and ifa (eds.). The External Cultural Policy Monitor. Stuttgart: ifa.

The views expressed are those of the authors and do not necessarily reflect those of the ifa.

Publisher:

ifa (Institut für Auslandsbeziehungen)

Charlottenplatz 17,

70173 Stuttgart,

Postfach 10 24 63,

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www.ifa.de

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DOI: <https://doi.org/10.17901/ecp.2022.003>