The creative industries are: advertising and marketing; architecture, design and visual arts; film, TV and radio; music and performing arts; publishing; software and digital content.

**CREATIVE INDUSTRIES**

- **Contribution to GDP**
  - $31.1 billion towards GDP
  - For 2007-08
  - Greater than a number of traditional industries such as: agriculture & fishing; communications; accommodation & hospitality; and the supply of electricity-water-gas.

- **Growth (relative to GDP)**
  - 3 years growth = 3.4% pa
  - Up to 2007-08
  - On par with the broader economy; a sign of a maturing sector.

- **Long-term growth = 5.8% pa**
  - 11 years up to 2007-08
  - Approaching double that of the overall economy (average was 3.4% pa); a sign of great change and acceleration since the mid 1990s.

**Trade**

- Creative industries are a net importer
  - IBISWorld industry reports (mid '04 to mid '08)
  - ABS (1999-2008)
  - Imports→exports are of the order of about 2→1 (twice the imports as exports)
  - Major opportunity to increase creative exports to achieve trade balance

**CREATIVE EMPLOYMENT**

- **Employment in the creative industries** (creatives and support workers within the creative industries)
  - 315, 200 across the creative industries
  - 3.5% share of Australian workforce
  - 2006 Census
  - For every creative there is at least one support worker (creatives = 45% of creative industries, whilst support = 55%)
  - High 5-year growth for advertising and marketing (3.5% pa), and architecture, design and visual arts (2.8% pa) 2001 & 2006 Census
  - 5-year shrinkage for music & performing arts (-1% pa) 2001 & 2006 Census
  - With exception of Brisbane which employs 62% of Queensland’s creative industries workers (many workers are also found across the South East Qld)

- **Creative occupation** (creatives working within and beyond the creative industries)
  - 141, 800 ‘specialist’ creatives in the creative industries
  - 2006 Census
  - Industries which predominantly employ these ‘embedded’ creatives are finance, government, education and manufacturing.

- **Total creative workforce** (total creative industries + creatives working in other industries)
  - 486, 700 in total
  - 5.3% share of Australian workforce
  - 2006 Census
  - Between 2001 and 2006, growth in employment numbers rose by about 50,000 (a growth rate of around 2% pa, in line with general economy).
  - This growth in employment number came almost exclusive from the ‘embedded’ creatives (between 2001 and 2006, job numbers within the creative industries remain level).
  - For those workers whose main job sits within the creative workforce, the average income is 30% higher than the national average.
  - This should be set against an awareness of high levels of volunteer and ‘second-job’ activities across arts and freelance areas of the creative industries.

**CREATIVE BUSINESSES**

- **Number of creative businesses**
  - 155 000 registered creative businesses
  - 2006 Aust. Business Register
  - There is a high preponderance of sole traders within some creative industries sectors: arts, music and performance (60% sole traders), photography (37%), jewellery design (26%) and specialist design (25%).

  - 6.6% of all GST-registered businesses
  - 10.8% of all non-GST-registered businesses
  - 2006 Aust. Business Register
  - Creative industries businesses are predominantly micro and small enterprises.

**Sources**

[i] Creative Industries segments as defined by ARC Centre of Excellence for Creative Industries and Innovation (CCI).
[ii] Creative Industries Economic Analysis: final report (2009) by The Centre for International Economics (CIE), produced for the Creative Industries Innovation Centre (CIIC). Note: CIE broadly shares the CCI definitions, with very minor alterations—see Appendix A and B.
[iv] Australia’s Creative Economy: basic evidence on size, growth, income and employment (2007) by CCI.

**Notes**

Employment figures rounded to nearest hundreds.

Further info

http://www.cci.edu.au/