

Creative Economy Report Card 2010

Summary of key facts, based on analysis of national statistics and reports.

Released April 2010.

The creative industries are: advertising and marketing; architecture, design and visual arts; film, TV and radio; music and performing arts; publishing; software and digital content¹

CREATIVE INDUSTRIESⁱⁱ

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-to-exports are of the order of about 2-to-1 (twice the imports as exports)
- Major opportunity to increase creative exports to achieve trade balance

CREATIVE EMPLOYMENTⁱⁱⁱ

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

84% to 89% of creative industries workers employed within capital cities[^]

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

171, 500 'embedded' creatives in other 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

5-year growth = 10% in total (2%pa)

2001 & 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).

Earnings = \$27.8 billion pa
7% share of all Australian earnings

2006 Census

- 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^{iv}

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.

[iii] *Australia's Creative Economy Information Sheets* (2008) including *Overview of Employment in the Creative Segments in 2006 and The Creative Workforce Grows to 486,715 in 2006* by CCI.

[iv] *Australia's Creative Economy: basic evidence on size, growth, income and employment* (2007) by CCI.

[^] internal CCI statistical report

Notes

Employment figures rounded to nearest hundreds.

Further info

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