### Creative Industries

**Contribution to GDP**
- A$31.1 billion towards GDP (for 2007-08)
- Exceeds the industries of agriculture, forestry & fishing; administrative & support services; and supply of electricity-water-gas-waste services

**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)
  - Significantly higher growth rate than overall economy (average was 3.4% pa); a sign of rapid acceleration since the mid 1990s

**Trade**
- Creative industries are a net importer
- Ratio of imports to exports of over 2-to-1 (twice the imports as exports)
  - For 2007-2008, exports were $1.73 billion with imports over $3.8 billion
  - Television royalties accounted for over half of Australia's $163 million in cultural services royalties earned in 2008/2009
  - Architectural services are a net exporter (2009 saw $112 million in exports and $63 million in imports)*

### Creative Employment

#### Employment in the creative industries (creative and support occupations within the creative industries)
- 315,200 in employment across the creative industries (2006 Census data)
- 3.5% share of Australian workforce (2006 Census data)
- 5-year employment growth for advertising & marketing (3.5% pa), and architecture, design & visual arts (2.8% pa) above overall growth for the creative industries (1.7%) (2001 & 2006 Census)
- 5-year shrinkage for music & performing arts (-1.1% pa) (2001 & 2006 Census)
- Occupations with the highest number of jobs: graphic designer, software designer and programmer, marketing specialist, architect, journalist, media producer, photographer, librarian, and musician (2001 & 2006 Census)

#### Creative occupations across the economy
- 141,800 'specialist' occupations (creative occupations in the creative industries) (2006 Census data)
- 171,500 'embedded' occupations (creative occupations in other industries) (2006 Census data)
  - In Queensland, high concentration of employment found across South East Qld (Brisbane employs 62% of the state’s creative industries workers)
  - The software development and interactive content segment employs almost 40% of ‘specialist’ creatives
  - Finance, government, education and manufacturing industries predominantly employ ‘embedded’ creatives

#### Support occupations (in the creative industries)
- 173,400 ‘support’ occupations (technical and administrative occupations in the creative industries) (2006 Census data)
- For every creative there is more than one support worker

#### Total creative workforce (total creative industries plus creatives working in other industries)
- 486,700 people in total (2006 Census data)
- 5.3% share of Australian workforce (2006 Census data)
- 5-year growth = 10% (2% pa) (2001 & 2006 Census data)
- Employment growth due almost exclusively to ‘embedded’ creatives rather than ‘specialist’ creatives
- Earnings = A$27.8 billion pa (2006 Census)
- For workers employed within the creative workforce, average income is 30% higher than the national average of A$43,540, as of 2006 Census

### Creative Businesses

#### Number of creative businesses
- 155,000 registered creative businesses (2006 Aust. Business Register)
- High proportion 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

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* Creative industries segments as defined by ARC Centre of Excellence for Creative Industries and Innovation (CCI).
* Creative industries businesses are predominantly micro and small enterprises

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**Notes:**
- Employment figures rounded to nearest hundreds.
CREATIVE PARTICIPATION

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<tr>
<th>Arts involvement</th>
<th>277,600 people involved in both paid &amp; unpaid performing arts roles (2007)</th>
<th>These are predominantly second job and volunteer activities (the 2006 Census counted 38,800 people holding their main job in music and performing arts related occupations)</th>
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<td>15.2 million attendances per year at performing arts venues and events</td>
<td>One quarter of Australians (15 years +) attended a popular music performance in 2005/2006</td>
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<td>Study</td>
<td>81,279 students in creative arts disciplines in higher education</td>
<td>Exceeds the number of students enrolled in natural &amp; physical sciences, engineering, and information technology</td>
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| Study Participation | 2 hrs 20mins per person per day (15 years +) viewing television and other audio/visual media (2006 data) | An increase of 10 minutes per day compared to 1997 data |
|                    | 91.1% of Australians per week (15 years +) listen to the radio (2009)       | Australians (15yrs +) spent slightly more time each day viewing television and other audio/visual media than they did on domestic household duties |
|                    | 4.4 million people per week listen to community radio (2009) | Younger listeners (15-24yrs) prefer music content whilst older listeners prefer news, information content and talkback radio |
|                  | 57 hours spent online at home per person in June quarter 2009               | 640,000 of these Australians (15yrs+) listen exclusively to community radio in an average week |

| Annual Entertainment and Cultural Spending | $756 per capita and $17 billion overall spent on entertainment and media (2009, from PricewaterhouseCoopers) | Australia has the fifth highest E&M spending per capita ($756) after the USA ($1,076), Japan ($1,006), UK ($921), and Germany ($844) |
|                                             | $1.88 billion total revenue on live entertainment (2007, from Live Performance Australia) | Generated by box office income (56.2% of total revenue), Government funding (11.2%), and other income from orchestra hires, royalty receipts and merchandising, and catering (32.6%) |
|                                             | $36.40 per week average household spending on culture (2003/2004, from ABS 2010b) | Compared to $26.74 per week five years earlier |

EMERGING CREATIVE MARKETS

| Digital recorded music: $64.7 million (2009) | Increased by over 8 fold, over 4 yrs (2005 figure = $7.8 million) |
| Mobile Internet:                              |
| Number of subscribers: 380,000                | Subscribers and access spending more than doubled in 4 yrs (2005 figures = 150,000 subscribers + $21 million access spending) |
| Access spending: $48.4 million (2009)         | |
| Internet advertising market: $1.1 billion    | Tripled over 4 yrs (2005 figures = $378.3 million) |
| (For 2009)                                    | |
| Satellite TV penetration: 20.5% of households | Almost doubled over 4 yrs (2005 figures = 12.5%) |
| (For 2009)                                    | |
| Online distribution of filmed entertainment:  |
| Online subscription rental market: $53.8 million (2009) | Online subscriptions increased by 11 fold over 4 yrs (2005 figure = $4.7 million) |
| Digital download market: $4.7 million (2009)  | Digital downloads increased by 6 fold over just 2 yrs (2007 figure = $780,000) |
| Online and mobile game market:                |
| Online game market: $128.7 million (2009)     | Online game market doubled over 4 yrs (2005 figure = $62.4 million) |

Sources

Notes: Employment figures rounded to nearest hundreds.