Overview

The creative industries and creative work in other industries have emerged as one of the Australia’s strongest performers, with employment growing by a steady 2.8 per cent a year from 2006 to 2011 – 40 per cent faster than in the economy as a whole – based on the latest Census data.

The growth is attributed largely to the digital revolution, and the rising demand for digital and design services across the whole economy.

Creative employment

Employment in the creative industries:

- grew by ~70,000 from 2006 to 2011
- totalled 531,000 people in 2011
- represents 5.3 per cent of the national workforce.

Creative workers

- 370,000 people worked directly in the creative industries in 2011
- 161,000 people worked in creative occupations in industries in the broader economy such as banking, manufacturing and government (‘embedded creatives’).
- Two thirds of creative industry employment is in creative services industries, with the balance, 35 per cent is in cultural production industries.
- Creative service occupations (221,684 people) account for 71 per cent of the total employment in the creative sector, with 29 per cent in cultural production occupations.

Creative jobs outstrip national growth

Between 2006 and 2011 the average annual growth rate of creative employment was 2.8 per cent, 40 per cent higher than the workforce’s annual growth rate of 2 per cent.
In Creative Industries

Average Annual Growth Rate in Employment 2006 to 2011

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<tr>
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<th>Cultural Production industries</th>
<th>Creative Services industries</th>
<th>Total Creative Industries</th>
<th>Embedded creatives</th>
<th>Grand Total</th>
<th>Total Trident</th>
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<tbody>
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<td>Creative Occupations</td>
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<tr>
<td>Cultural Production occupations</td>
<td>2.6%</td>
<td>3.5%</td>
<td>2.7%</td>
<td>-0.8%</td>
<td>1.4%</td>
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<tr>
<td>Creative Services occupations</td>
<td>1.7%</td>
<td>4.8%</td>
<td>4.5%</td>
<td>2.5%</td>
<td>3.3%</td>
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<tr>
<td>Total</td>
<td>2.5%</td>
<td>4.7%</td>
<td>3.8%</td>
<td>1.8%</td>
<td>2.7%</td>
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<td>Support occupations</td>
<td>-0.2%</td>
<td>4.3%</td>
<td>2.8%</td>
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<tr>
<td>Total</td>
<td>1.0%</td>
<td>4.5%</td>
<td>3.2%</td>
<td>2.0%</td>
<td>2.8%</td>
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- This higher growth was driven by the creative services industries, which grew by 4.5 per cent per annum.

- However the employment rate in cultural production industries at 1 per cent a year (traditional art products, books, music etc) was half that of the national workforce (2%).

- Creative service occupations grew by 3.3 per cent while employment in cultural production occupations grew at only 1.4 per cent.

Trends in Creative Employment

- the creative services industries gained 47,000 jobs between 2006-11 – more than twice the rate of growth in the general workforce.

- the cultural production industries (traditional art products, books, music etc) grew at half the rate of the general workforce, adding 6,000 jobs in the period.

- the strongest growth in creative services was in photography, digital content and software development.
• specialised design – graphic arts, consulting services, product design, fashion design – grew at 3.8%, twice the rate of the national workforce as a whole

• benefiting from the digital trend, photography grew at a notable 5.5 per cent per annum

• software and IT was also a strong performer, growing at 5.6 per cent annually

• digital publishing grew at a remarkable cumulative annual rate of 14 per cent between 2006 and 2011, seven times faster than in the economy as a whole.

• the strongest growth in a specific cultural production industry was in film with the large increases in post-production and film production

• the largest general growth was in (generally self-employed) creative artists, jumping 7.4% between 2006 and 2011.

• publishing shrank by 2% on average each year over the period, with an overall loss of about 4,000 jobs

• Most of this loss was in newspaper publishing, mainly in printing and areas ancillary to core journalism and editorial activities

Sources on Australia's creative economy

There is no standard measurement of Australia's creative economy. Two major studies, The Economic Contribution of Australia’s Copyright Industries by the Australian Copyright Council and the Australian Bureau of Statistics' Employment in Culture Australia, December 2012 have different approaches to that of the CCI.

The ABS cultural employment definition is broader than CCI’s, as it includes zoos, botanical gardens, nature reserves, religious and funeral services, arts education, wholesaling and retailing activities while it does not count elements of digital media and software development critical to cultural and creative production and consumption in Australia.

The Copyright Industries report is broader again as its definition is based on the World Intellectual Property Organization (WIPO) approach and includes wholesaling and retailing such as bookshops, newsstands, cinemas; as well as the manufacture and wholesale of TV sets, computers, musical instruments, photographic materials, photocopiers, blank DVDs and paper, while it only counts part of architectural services, interior design and museums and galleries.

CCI analysis focuses on the activities that define core creative production capacity and thereby excludes those manufacturing, distribution and retailing functions where these are able to be separated from the core creative industries and occupations. Hence CCI counts employment in publishing businesses but not printers nor book stores; within post-production services and TV broadcasters but not providers of television transmission towers, and so on.

See also: http://media.crikey.com.au/dm/newsletter/dailymail_535b9e1cdee1b7b6920519b70e23033.html#article_22321