

# Australia's Creative Economy Information Sheet

## The Creative Workforce grows to 486,715 people in 2006

Each State's share of Australia's Creative Workforce		
	2001	2006
NSW	38.9%	38.3%
Vic	27.6%	27.5%
Qld	14.1%	15.2%
WA	7.9%	7.9%
SA	5.9%	5.9%
Tas	1.8%	1.5%
NT	0.8%	0.6%
ACT	3.1%	3.3%
Australia	100%	100%

Creative Workforce share of employment in each State		
	2001	2006
NSW	6.3%	6.4%
Vic	5.9%	5.9%
Qld	3.9%	4.0%
WA	4.1%	4.1%
SA	4.2%	4.1%
Tas	3.6%	3.5%
NT	3.6%	3.4%
ACT	8.6%	9.0%
Australia	5.3%	5.3%

This Information Sheet is a summary of some of the key findings of the Creative Industries National Mapping Project within the ARC Centre of Excellence for Creative Industries and Innovation (CCI). The project has developed new definitions and methodologies for revealing the employment and business characteristics of the Creative Industries. The selection of industry classifications used to determine the employment within Creative Businesses is overleaf. Unless otherwise stated all figures are based on employment at the time of the 2006 Australian Census.

### 315,176 people employed in the Creative Businesses

In 2006 there were over 315,000 people employed in businesses in the Creative Industries, an increase of 15,000 people since 2001, representing 3.5% of the total Australian workforce. Of these, just on a half or 141,849 were people employed in Creative Occupations (creatives).

### 171,539 people worked in Creative Occupations in Other Industries

There were an additional 171,539 people who were working in the same Creative Occupations as those in the specialist Creative Industries but who were employed in other industries not normally thought of as being part of the Creative Industries such as finance, government, education and manufacturing.

### 486,715 people in the Creative Workforce

In total, the Creative Workforce accounted for some 486,700 people, or 5.35% of the workforce an increase of almost 50,000 people on 2001 employment.

### \$27.8 Billion generated in Annual Earnings

In 2006 the Creative Workforce received \$27.8 billion in salaries and wages, up from \$20.8 billion in 2001, accounting for 7% of all salaries and wages for all employed people. Of this approximately \$18 billion was received by those working within Creative businesses.

### Distribution by States

Queensland was the only state to significantly increase its share of Australia's creative workforce with a 1.1 % increase from 14.1% to 15.2% between 2001 and 2006. Victoria's share of the Creative Workforce, at 27.5%, was essentially unchanged. New South Wales' share of the Creative Workforce fell to 38%, a drop of 0.6% from its 2001 share but it still accounts for a higher proportion (6.4%) of the State's total employment than most other States and Australia. The Australian Capital Territory, because of its unique national role, continues to exhibit the highest Creative proportion at 9% of its total workforce compared to the Australian proportion of 5.3%.

Figure 1: The number of people employed in Specialist, Embedded and Support roles within the Creative Workforce

		Industry of Employment			
		Creative Industries	Other Industries	Total	
Occupation of Employed	Creative Occupations	141,849	171,539	313,388	55%
	Other Occupations	173,327		173,327	
	Total	315,176	171,539	486,715	35%
		45%			64%

## The Industries Defined to be within the Creative Segments

Segment	Relevant Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06) in force at the time of the 2006 Census
Advertising and Marketing	6940 Advertising Services
Architecture, Design and Visual Arts	2591 Jewellery & Silverware Manufacturing
	6921 Architectural Services
	6924 Other Specialised Design Services
	6991 Professional Photographic Services
	8910 Museum Operation
	9002 Creative Artists, Musicians, Writers & Performers
Film, Television and Radio	5511 Motion Picture & Video Production
	5514 Post-production Services & Other Motion Picture & Video Activities
	5610 Radio Broadcasting
	5621 Free-to-Air Television Broadcasting
	5622 Cable & Other Subscription Broadcasting
	5500 Motion Picture and Sound Recording Activities
Music and Performing Arts	5520 Sound Recording and Music Publishing
	5521 Music Publishing
	5522 Music & Other Sound Recording Activities
	9000 Creative and Performing Arts Activities
	9001 Performing Arts Operation
	9003 Performing Arts Venue Operation
Writing, Publishing and Print Media	5411 Newspaper Publishing
	5412 Magazine & Other Periodical Publishing
	5413 Book Publishing
	5419 Other Publishing (except Software, Music & Internet)
	6010 Libraries & Archives
Software Development and Interactive Content	5414 Directory & Mailing List Publishing
	5420 Software Publishing
	5700 Internet Publishing & Broadcasting
	5910 Internet Service Providers & Web Search Portals
	5921 Data Processing & Web Hosting Services
	7000 Computer System Design & Related Services

### Data Source:

Analysis by CCI of a custom ABS table from the Australian Census of Population and Housing 2001 and 2006.

### Notes on classifications:

1/ All employment and earnings numbers quoted for 2006 are calculated using Census data with the latest industry and occupation classifications (ANZSIC06/ANZSCO).

2/ The States shares for 2001 and 2006 are based on the previous release of classifications (ANZSIC93/ASCO) to avoid any distortion that might arise from the changes in classifications.

For a listing of the industry and occupations included in the segment definitions please refer to the project report: "Australia's creative economy- Definitions of the segments and sectors" available from the CCI website at:

<<https://wiki.cci.edu.au/display/NMP/NMP+Publications>>

### Further information

Further information and updates are available from the Creative Industries National Mapping Project web site at <<https://wiki.cci.edu.au/display/NMP>>

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