

Australia's Creative Economy Information Sheet

Overview of Employment in the Creative Segments in 2006

Each Segment's share of Australia's Creative Workforce 2006	
Advertising and Marketing	12%
Architecture, Design and Visual Arts	24%
Film, Television and Radio	7%
Music and Performing Arts	6%
Writing, Publishing and Print Media	15%
Software Development and Interactive Content	36%
All Segments	100%

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.

There are 486,715 people in Australia's Creative Workforce and 155,000 Creative Businesses

At the Australian Census in 2006 there were 486,715 people employed in the Creative Workforce across the six Creative segments. In the same period there were about 155,000 Creative Businesses.

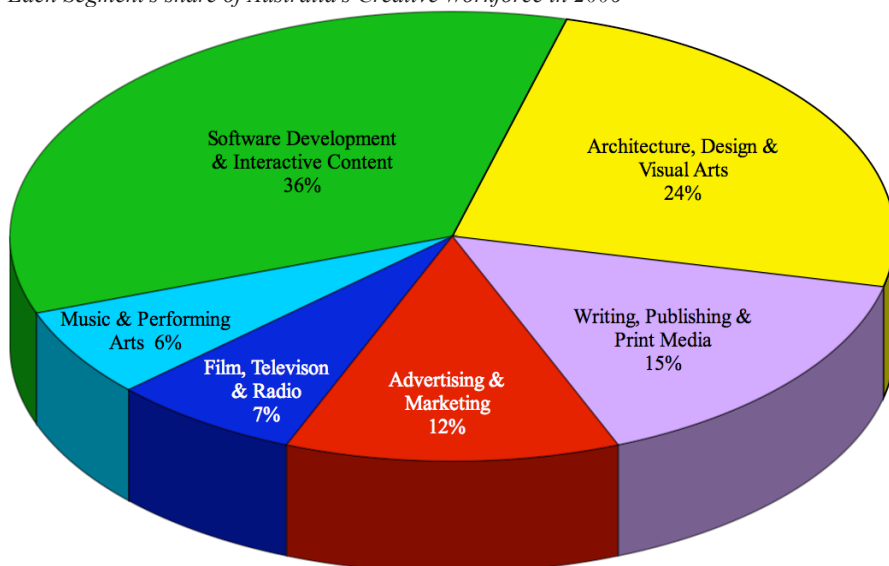
Three Segments account for 75% of Creative Employment

The Software Development and Interactive Content segment accounts for 36% of the Creative Workforce, which is lower than its share of the number of Creative Businesses (40%). Architecture, Design and Visual Arts represented 24% of the Creative Workforce and 35% of Creative Businesses.

Writing, Publishing and Print Media is the third largest segment in employment terms with 15% of employment, a considerably higher proportion than the segment's 3% share on the basis of the number of businesses. The Advertising and Marketing segment accounts for 12% of Creative employment and 10% of Creative Businesses. The two smallest segments are Film, Television and Radio with 7% of employment and Music and Performing Arts with 6% share of the total Creative Workforce.

Average Annual Growth of Creative Segment employment		
Segment	1996 -01	2001 -06
Advertising and Marketing	5.3%	3.5%
Architecture, Design and Visual Arts	2.6%	2.8%
Film, Television and Radio	1.5%	1.0%
Music and Performing Arts	3.2%	-1.0%
Writing, Publishing and Print Media	-0.2%	0.3%
Software Development and Interactive Content	10.4%	1.8%
All Segments	4.2%	1.7%

Figure 1: Each Segment's share of Australia's Creative Workforce in 2006



Uneven Employment Growth of the Segments

Between 2001 and 2006 two segments experienced significant growth in creative employment - Advertising and Marketing with 3.5% each year on average (but down from its rate of 5.3% between 1996 and 2001) and Architecture, Design and Visual Arts with 2.8% per annum. The rate of growth in the Software Development and

The Annual Earnings generated from employment in 2006	
Segment	\$ Millions
Advertising and Marketing	\$3,600
Architecture, Design and Visual Arts	\$5,670
Film, Television and Radio	\$1,890
Music and Performing Arts	\$1,080
Writing, Publishing and Print Media	\$3,350
Software Development and Interactive Content	\$12,240
All Segments	\$27,830

Interactive Content segment slowed from the very high 10.4% between 1996 and 2001 to 1.8%. Very little growth was shown within the Film, Television and Radio segment (1.0%) and Writing, Publishing and Print Media (0.3%) while employment in the Music and Performing Arts shrank by 1%.

Annual Earnings from Employment within the Creative Segments

Based on the annual earnings declared in the 2006 census, the people employed in the Creative Trident earned approximately \$27 billion annually in wages and salaries. This comprised over \$17.8 billion from employment within the specialist Creative Industries and a further \$10 billion from the employment of creatives Embedded in other industries. Approximately 7% of Australia's total employment earnings in 2006 was generated through the employment in the Creative Trident.

Software Development and Interactive Content segment contributed over \$12 billion in 2006 representing 44% of total creative segments earnings. This was followed at 20% by the Architecture, Design and Visual Arts segment with \$5.6 billion. The smallest contributor, at least in dollar terms, was the Music and Performing Arts segment which accounted for 4% with just over \$1 billion in earnings.

The Mean Annual Incomes of those in Creative Employment

The average (mean) annual income of those employed in the Creative Trident was estimated to be \$56,290 in 2006 which is 30% higher than the Australian workforce average of \$43,420.

Only one segment, Music and Performing Arts exhibited a mean income below the national average. It's average annual income of \$36,820 was 15% below the national average. Contrasting with this is the Software Development and Interactive Content segment where the mean income of \$70,800 is 63% above the average. Two other segments show earnings well above average Advertising and Marketing (37% above) and Film, Television and Radio with 29%.

Mean Annual Income of the Creative Employed		
Segment	Mean Annual Income	Comparison to the National Workforce Mean (\$43,420)
Advertising and Marketing	\$59,460	+37%
Architecture, Design and Visual Arts	\$46,050	+6%
Film, Television and Radio	\$56,180	+29%
Music and Performing Arts	\$36,820	-15%
Writing, Publishing and Print Media	\$44,930	+3%
Software Development and Interactive Content	\$70,800	+63%
All Segments	\$56,290	+30%

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/ Growth rates for 1996 to 2001 and for 2001 to 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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