

Australia's Creative Economy Information Sheet

The Creative Workforce represents 5.4% of Employment

Each State's share of Australia's Creative Workforce 2001	
New South Wales	39%
Victoria	28%
Queensland	14%
Western Australia	8%
South Australia	6%
Tasmania	2%
Northern Territory	1%
Australian Capital Territory	3%
Australia	100%

Creative Workforce share of employment in each State 2001	
New South Wales	6.4%
Victoria	5.9%
Queensland	4.0%
Western Australia	4.2%
South Australia	4.1%
Tasmania	4.3%
Northern Territory	3.7%
Australian Capital Territory	8.6%
Australia	5.4%

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 2001 Australian Census which is the most recent data available.

300,000 people employed in the Creative Businesses

There were almost 300,000 people employed in businesses in the Creative Industries representing 3.7% of the total Australian workforce. Of these, just on a half or 134,500 were employed in Creative Occupations (creatives).

137,000 people worked in Creative Occupations in Other Industries

There were an additional 137,000 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.

437,000 people in the Creative Workforce

In total, the Creative Workforce accounted for some 437,000 people, or 5.4% of the workforce. Employment in the Creative Occupations accounted for 62% of the total employment in the Creative Workforce and it was almost equally distributed between the Creative Industries and other industries.

Distribution by States

New South Wales accounts for 39% of Australia's Creative Workforce, followed by Victoria at 28% and Queensland with 14%. NSW's Creative Workforce also accounts for a higher proportion (6.4%) of the State's total employment than most other States and Australia (5.4%). The ACT exhibits the highest proportion at 8.6% of its workforce.

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

		Industry of Employment		Total
		Creative Industries	Other Industries	
Occupation of Employment	Creative Occupations	134,450	137,017	271,467
	Other Occupations	165,466		165,466
	Total	299,916	137,017	436,933

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

Publication Notice
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The Industries Defined to be within the Creative Segments

Segment	Relevant Australian and New Zealand Standard Industrial Classification 1993 (ANZSIC93) in force at the time of the 2001 Census
Music and Performing Arts	2430 Recorded Media Manufacturing and Publishing
	9241 Music and Theatre Productions
	9250 Services to the Arts, undefined
	9251 Sound Recording Studios
	9252 Performing Arts Venues
	9259 Services to the Arts N.E.C.
Film, Television and Radio	9100 Motion Picture, Radio and Television Services, undefined
	9110 Film and Video Services, undefined
	9111 Film and Video Production
	9120 Radio and Television Services, undefined
	9121 Radio Services
	9122 Television Services
Advertising and Marketing	7851 Advertising Services
Software Development and Interactive Content	7834 Computer Consultancy Services
Writing, Publishing and Print Media	2420 Publishing, undefined
	2421 Newspaper Printing or Publishing
	2422 Other Periodical Publishing
	2423 Book and Other Publishing
	9200 Libraries, Museums and the Arts, undefined
	9210 Libraries
Architecture, Design and Visual Arts	2941 Jewellery and Silverware Manufacturing
	7821 Architectural Services
	7852 Commercial Art and Display Services
	9220 Museums
	9240 Arts, undefined
	9242 Creative Arts
	9523 Photographic Studios

For a listing of the 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

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 Z1-515F "the works" Creative Industries Precinct
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Overview of the Creative Segments

Each Segment's share of Australia's Creative Workforce	
Software Development and Interactive Content	31%
Architecture, Design and Visual Arts	26%
Writing, Publishing and Print Media	18%
Advertising and Marketing	10%
Film, Television and Radio	8%
Music and Performing Arts	7%
Total Creative Workforce	100%

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There are 437,000 people in Australia's Creative Workforce and 155,000 Creative Businesses

At the Australian Census in 2001 there were almost 437,000 people employed in the Creative Workforce across the six Creative segments. In the same period there were about 129,000 Creative Businesses but this has since grown to some 155,000 at the end of April 2006.

Three Segments account for 75% of Creative Employment

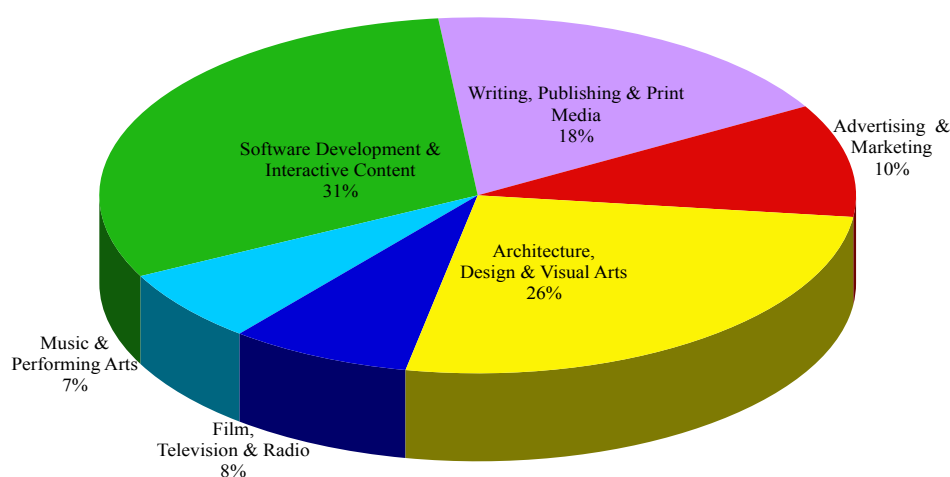
The Software Development and Interactive Content segment accounts for 31% of the Creative Workforce, which is lower than its share of the number of Creative Businesses (40%). Architecture, Design and Visual Arts represented 26% of the Creative Workforce and 35% of Creative Businesses.

Writing, Publishing and Print Media is the third largest segment in employment terms with 18% 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 10% of both Creative employment and Creative Businesses. The two smallest segments are Film, Television and Radio with 8% of employment and Music and Performing Arts with 7% share of the total Creative Workforce.

Each Segment's share of Australia's Creative Businesses	
Software Development and Interactive Content	40%
Architecture, Design and Visual Arts	35%
Advertising and Marketing Services	10%
Music and Performing Arts	8%
Film, Television and Radio	5%
Writing, Publishing and Print Media	3%
Total Creative Businesses	100%

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



The Industries Defined to be within the Creative Segments

Segment	Australian and New Zealand Standard Industrial Classification 1993 (ANZSIC93) in force at the time of the 2001 Census
Music and Performing Arts	2430 Recorded Media Manufacturing and Publishing
	9241 Music and Theatre Productions
	9250 Services to the Arts, undefined
	9251 Sound Recording Studios
	9252 Performing Arts Venues
	9259 Services to the Arts N.E.C.
Film, Television and Radio	9100 Motion Picture, Radio and Television Services, undefined
	9110 Film and Video Services, undefined
	9111 Film and Video Production
	9120 Radio and Television Services, undefined
	9121 Radio Services
	9122 Television Services
Advertising and Marketing	7851 Advertising Services
Software Development and Interactive Content	7834 Computer Consultancy Services
Writing, Publishing and Print Media	2420 Publishing, undefined
	2421 Newspaper Printing or Publishing
	2422 Other Periodical Publishing
	2423 Book and Other Publishing
	9200 Libraries, Museums and the Arts, undefined
	9210 Libraries
Architecture, Design and Visual Arts	2941 Jewellery and Silverware Manufacturing
	7821 Architectural Services
	7852 Commercial Art and Display Services
	9220 Museums
	9240 Arts, undefined
	9242 Creative Arts
	9523 Photographic Studios

For a listing of the 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>>

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Creative Businesses are 6.6% of all Australian Businesses

The number of Creative Businesses in each State 2006	
New South Wales	62,700
Victoria	41,200
Queensland	25,000
Western Australia	12,700
South Australia	8,000
Tasmania	2,000
Northern Territory	800
ACT	3,000
Australia	155,400

Each State's share of Australia's Creative Businesses (on the basis of the number of businesses)	
New South Wales	40%
Victoria	27%
Queensland	16%
Western Australia	8%
South Australia	5%
Tasmania	1%
Northern Territory	1%
ACT	2%
Australia	100%

The proportion of businesses within each State that are Creative Businesses	
New South Wales	7.5%
Victoria	7.1%
Queensland	5.5%
Western Australia	5.4%
South Australia	5.0%
Tasmania	4.5%
Northern Territory	4.8%
ACT	10.7%
Australia	6.6%

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155,000 Creative businesses

As of the end of April 2006 there were approximately 155,000 organisations in the various segments of the Creative Industries that were registered for GST on the Australian Business Register (ABR).

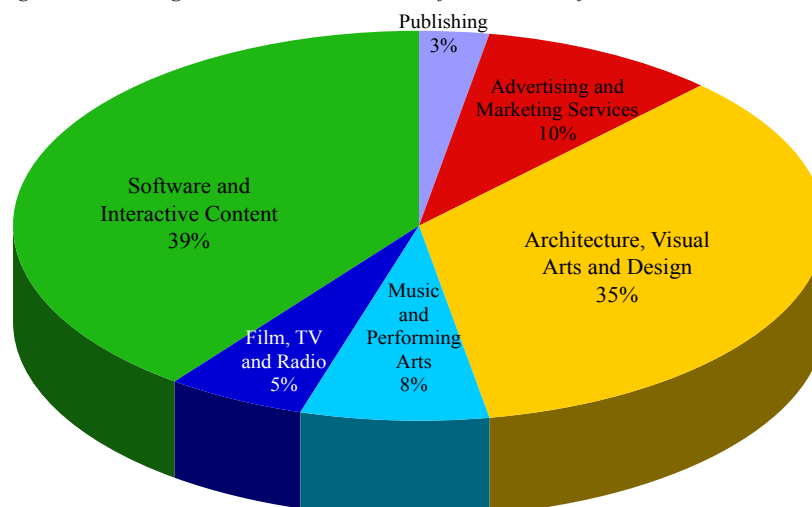
6.6% of Australia's GST-registered businesses are in the Creative Industries

Nationally Creative Businesses account for 6.6% of all businesses, on a State basis the ACT has the highest proportion of Creative Businesses (10.7%) followed by NSW with 7.7%, Victoria (7.1%), Queensland (5.5%) and WA with 5.4%.

State Shares of Australian Creative Businesses

NSW accounts for 40% of the total number of Creative Businesses followed by Victoria at 37% and Queensland with 16%.

Figure 1: Each Segment's share on the basis of the number of Creative Businesses



Two Segments Account for 74% of Creative Businesses

Two segments, Software Development and Interactive Content and Architecture, Design and Visual Arts account for 39% and 35% respectively of the number of Creative Businesses.

Creative Businesses are predominantly Micro and Small Enterprises

Creative Businesses have a higher propensity to be micro enterprises than businesses in the economy as a whole. 40% of GST-registered Creative Businesses are sole traders compared to 35% across all industries, a greater proportion (42%) are private companies than the economy as a whole (31%) while partnerships are less significant (9% compared with 19%).

The Industries Defined to be within the Creative Segments

Segment	Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06) with extensions to five digits by the Australian Taxation Office (ATO)
Music and Performing Arts	90021 Musicians and Entertainers
	90010 Performing Arts Operation
	55220 Music and Other Sound Recording Activities
	16200 Reproduction of Recorded Media
	55210 Music Publishing
Film, Television and Radio	55110 Motion Picture and Video Production
	55140 Post-production Services and Other Motion Picture and Video Activities
	56100 Radio Broadcasting
	56210 Free-to-Air Television Broadcasting
	56220 Cable and Other Subscription Broadcasting
	90030 Performing Arts Venue Operation
	55130 Motion Picture Exhibition
Advertising and Marketing	69400 Advertising Services
Software Development and Interactive Content	70000 Computer System Design and Related Services
	57000 Internet Publishing and Broadcasting
	54200 Software Publishing
	54140 Directory and Mailing List Publishing
	59100 Internet Service Providers and Web Search Portals
	59210 Data Processing and Web Hosting Services
Writing, Publishing and Print Media	54130 Book Publishing
	54120 Magazine and Other Periodical Publishing
	54110 Newspaper Publishing
	54190 Other Publishing (except Software, Music and Internet)
	60100 Libraries and Archives
Architecture, Design and Visual Arts	69240 Other Specialised Design Services
	69210 Architectural Services
	90029 Other Creative Artists, Writers and Performers
	69910 Professional Photographic Services
	25910 Jewellery and Silverware Manufacturing
	89100 Museum Operation

Further information

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Z1-515F "the works" Creative Industries Precinct

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Employment in the Australian Advertising and Marketing Segment

The Segment's Workforce in 2001	
NSW	18,993
Vic	12,971
Qld	6,237
WA	3,336
SA	2,542
Tas	492
NT	241
ACT	588
Segment Total	45,401

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 Creative employment across the economy. The selection of statistical occupation classifications used for the employment estimations are overleaf. Unless otherwise stated all figures are based on employment at the time of the 2001 Australian Census which is the most recent data available.

Over 45,000 people in the Advertising and Marketing Workforce

In 2001 there were 45,401 people employed in the Advertising and Marketing workforce, accounting for 10% of the total Creative Workforce.

Almost 8,000 people, representing 17.5% of the segment's workforce, were employed in specialist Advertising and Marketing occupations within businesses specialising in the production of Advertising and Marketing services.

A significantly larger number, about 17,400 were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

Another 20,048 people in specialist Advertising and Marketing occupations were "embedded" in other industries, i.e. employed in specialist Advertising and Marketing occupations in other industries such as finance, government, education and general business.

The distribution of the occupations within this segment follows a different pattern from most of the other segments particularly in relation to a large proportion of

Figure 1: The number of people employed in Specialist, Embedded and Support roles in the segment's workforce

Each State's share of Segment's Workforce 2001	
NSW	42%
Vic	29%
Qld	14%
WA	7%
SA	6%
Tas	1%
NT	1%
ACT	1%
Segment Total	100%

		Industry of Employment		
		Advertising & Marketing Occupations	Other Occupations	Total
Occupation of Employed	Advertising & Marketing Occupations	7,963	20,048	28,011
	Other Occupations	17,390		17,390
	Total	25,353	20,048	45,401

its workforce that was embedded. The distribution is consistent with the general business nature of this occupation.

In 2001 NSW accounted for 42% of the segment's total employees, followed by Victoria with 29% and Queensland with 14%.

The Industries and Occupations Defined to be within the Advertising and Marketing Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	7851 Advertising Services
Occupation of Employment	ASCO V2	2221 Marketing And Advertising Professionals
		222100 Marketing And Advertising Professionals
		222113 Marketing Specialist
		222117 Advertising Specialist
		253419 Copywriter
		5995 Desktop Publishing Operators
		599511 Desktop Publishing Operator
Number of Businesses	ANZSIC06	69400 Advertising Services

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Businesses in the Australian Advertising and Marketing Segment

The Numbers of Businesses within the States and their share of the segment		
	Number	Share
NSW	6,025	40%
Vic	3,820	26%
Qld	2,791	19%
WA	1,096	7%
SA	769	5%
Tas	164	1%
NT	65	0%
ACT	155	1%
Total	14,885	100%

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Almost 15,000 businesses in the Advertising and Marketing Segment

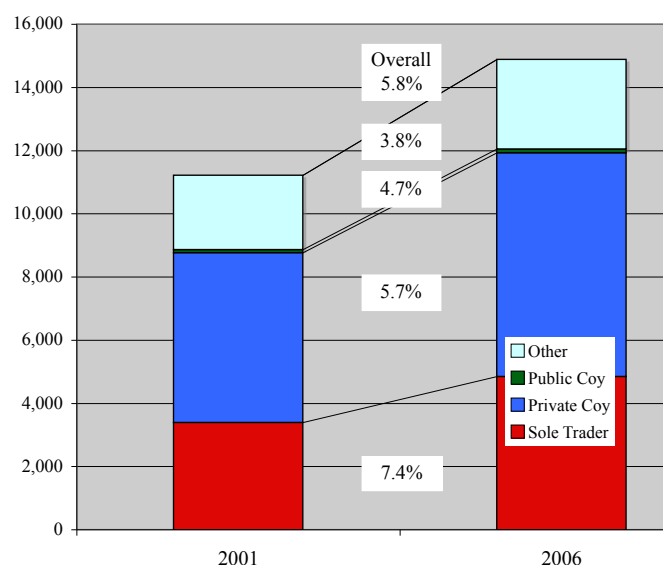
In 2006 there were 14,885 businesses specialising in the provision of Advertising and Marketing services registered on the Australian Business Register, making up about 9.6% of the Australian Creative Industries but less than 1% of all registered businesses. With an average growth rate of 5.8% between 2001 and 2006, this segment grew faster than the Creative Industries as a whole (which on average grew by 3.8% annually over the period) and the average for all industries (3.7%).

NSW accounted for 40% of these businesses, followed by Victoria with 26% and Queensland with 19%. The segment's share of State or Territory businesses was highest in NSW and Victoria where the segment accounted for 0.7% of each State's businesses. However between 2001 and 2006, the growth of this segment exceeded its 5.8% national average annual growth rate in the Northern Territory (8.6% average annual growth rate), the ACT (7.9%), Queensland (6.1%) and Victoria (6.0%). In each State and Territory, this segment's growth was faster than the average annual rate of growth of all industries.

Segment's Share of the State's Businesses 2006	Annual Growth Rate
NSW	5.9%
Vic	6.0%
Qld	6.1%
WA	4.3%
SA	5.1%
Tas	3.1%
NT	8.6%
ACT	7.9%
Total	5.8%

Private and public companies accounted for 48% and 1% respectively of the registrations, sole traders comprised 33% and the balance were a variety of partnerships and other entities. With an average annual growth rate of about 7.4% between 2001 and 2006, the sole trader registrations grew slightly faster than the average of the other types of registrations.

Figure 1: The growth in the number of the different types of business entities in the segment between August 2001 and April 2006



The Industries and Occupations Defined to be within the Advertising and Marketing Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	7851 Advertising Services
Occupation of Employment	ASCO V2	2221 Marketing And Advertising Professionals
		222100 Marketing And Advertising Professionals
		222113 Marketing Specialist
		222117 Advertising Specialist
		253419 Copywriter
		5995 Desktop Publishing Operators
		599511 Desktop Publishing Operator
Number of Businesses	ANZSIC06	69400 Advertising Services

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Employment in the Australian Architecture, Design and Visual Arts Segment

The Segment's Workforce in 2001	
NSW	39,899
Vic	31,122
Qld	18,591
WA	10,435
SA	7,021
Tas	2,091
NT	991
ACT	3,019
Segment Total	113,169

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Over 113,000 people in the Architecture, Design and Visual Arts Workforce

In 2001 there were 113,169 people employed in the Architecture, Design and Visual Arts workforce making up 26% of all employment in the Creative Workforce. This is the second largest segment of the Creative Workforce.

Some 39,000 people, representing 34% of the segment's workforce, are employed in specialist Architecture, Design and Visual Arts occupations within businesses specialising in Architecture, Design and Visual Arts production.

These businesses employed an additional 27,500 people (approximately) in business support roles - management, sales etc. The ratio of 3 specialist employed to 2 support employees is much lower than most other segments and reflects the solo work practices of many in this field.

About 47,000 people or 41% of the segment's workforce were "embedded", that is people in specialist Architecture, Design and Visual Arts occupations that were employed in other industries such as finance, government, education and general business.

In 2001 NSW accounted for 35% of the segment's total employees (i.e. 40,000), followed by Victoria with 28% and Queensland with 16%. This pattern is in line with population and reflects the local area nature of much of the demand for the segment's services.

Each State's share of Segment's Workforce 2001	
NSW	35%
Vic	28%
Qld	16%
WA	9%
SA	6%
Tas	2%
NT	1%
ACT	3%
Segment Total	100%

Figure 1: The number of people employed in Specialist, Embedded and Support roles in the segment's workforce

		Industry of Employment		
		Design Industries	Other Industries	Total
Occupation of Employed	Design Occupations	38,930	46,777	85,707
	Other Occupations	27,462		27,462
	Total	66,392	46,777	113,169

The Industries and Occupations Defined to be within the Architecture, Design and Visual Arts Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	2941 Jewellery and Silverware Manufacturing
		7821 Architectural Services
		7852 Commercial Art and Display Services
		9220 Museums
		9240 Arts, undefined
		9242 Creative Arts
		9523 Photographic Studios
Occupation of Employment	ASCO V2	2121 Architects And Landscape Architects
		212100 Architects And Landscape Architects
		212111 Architect
		212113 Landscape Architect
		212921 Naval Architect
		2523 Urban And Regional Planners
		252311 Urban And Regional Planner
		2530 Artists And Related Professionals
		253000 Artists And Related Professionals Nfd
		2531 Visual Arts And Crafts Professionals
		253100 Visual Arts And Crafts Professionals
		253111 Painter (Visual Arts)
		253113 Sculptor
		253115 Potter Or Ceramic Artist
		253179 Visual Arts And Crafts Professionals Nec
		2532 Photographers
		253211 Photographer
		2533 Designers And Illustrators
		253300 Designers And Illustrators
		253311 Fashion Designer
		253313 Graphic Designer
		253315 Industrial Designer
		253317 Interior Designer
		253319 Illustrator
		254911 Conservator
		254921 Museum Or Gallery Curator
		312113 Architectural Associate
		399913 Museum Or Art Gallery Technician
		4983 Jewellers And Related Tradespersons
		498300 Jewellers And Related Tradespersons
		498311 Jeweller
		498381 Apprentice Jeweller
599917 Photographer's Assistant		
Number of Businesses	ANZSIC06	25910 Jewellery and Silverware Manufacturing
		69210 Architectural Services
		69240 Other Specialised Design Services
		69910 Professional Photographic Services
		89100 Museum Operation
		90029 Other Creative Artists, Writers and Performers

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Businesses in the Australian Architecture, Design and Visual Arts Segment

The Numbers of Businesses within the States and their share of the segment		
	Number	Share
NSW	20,650	38%
Vic	14,671	27%
Qld	8,828	16%
WA	4,892	9%
SA	3,043	6%
Tas	837	2%
NT	381	1%
ACT	855	2%
Total	54,157	100%

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Over 54,000 businesses in the Architecture, Design and Visual Arts Industry Segment

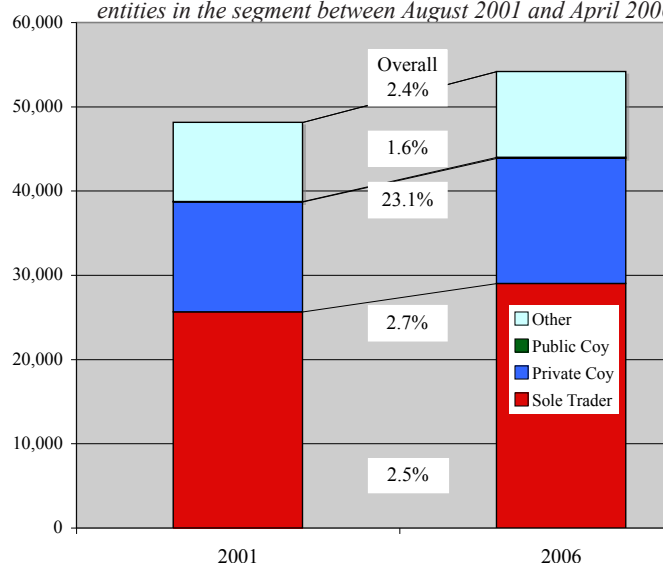
In 2006 there were 54,157 businesses specialising in the provision of Architecture, Design and Visual Arts services registered on the Australian Business Register, making up about 35% of the Australian Creative Industries and 2.3% of all registered businesses. With an average growth rate of 2.4% between 2001 and 2006, this segment grew more slowly than the Creative Industries as a whole and all industries (which on average both grew annually by 3.8% and 3.7% respectively).

The most populous State, NSW, accounted for 38% of these businesses, followed by Victoria with 27% and Queensland with 16%. The segment's share of State or Territory businesses was highest in the ACT where the segment accounted for 3% of the Territory's businesses. NSW and Victoria, both with 2.5% of their businesses in the Architecture, Design and Visual Arts segment, had higher than the national share of such businesses (2.3%). Between 2001 and 2006, the segment grew more rapidly than its national average in Queensland (3.1% average annual growth rate) and NSW (2.8%) but in all States and Territories, the segment's annual growth rate was below the all industry average.

Private and public companies accounted for 27% and less than 1% respectively of the registrations, sole traders comprised 54% and the balance were a variety of partnerships and other entities. The public company registrations grew much faster than the other types of registrations between 2001 and 2006, at an average annual growth rate of about 23% but the number of these companies was small (45 in 2006).

Segment's Share of the State's Businesses 2006	Annual Growth Rate	
NSW	2.5%	2.8%
Vic	2.5%	2.0%
Qld	1.9%	3.1%
WA	2.1%	1.3%
SA	1.9%	1.6%
Tas	1.9%	2.3%
NT	2.2%	0.9%
ACT	3.0%	0.5%
Total	2.3%	2.4%

Figure 1: The growth in the number of the different types of business entities in the segment between August 2001 and April 2006



The Industries and Occupations Defined to be within the Architecture, Design and Visual Arts Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	2941 Jewellery and Silverware Manufacturing
		7821 Architectural Services
		7852 Commercial Art and Display Services
		9220 Museums
		9240 Arts, undefined
		9242 Creative Arts
		9523 Photographic Studios
Occupation of Employment	ASCO V2	2121 Architects And Landscape Architects
		212100 Architects And Landscape Architects
		212111 Architect
		212113 Landscape Architect
		212921 Naval Architect
		2523 Urban And Regional Planners
		252311 Urban And Regional Planner
		2530 Artists And Related Professionals
		253000 Artists And Related Professionals Nfd
		2531 Visual Arts And Crafts Professionals
		253100 Visual Arts And Crafts Professionals
		253111 Painter (Visual Arts)
		253113 Sculptor
		253115 Potter Or Ceramic Artist
		253179 Visual Arts And Crafts Professionals Nec
		2532 Photographers
		253211 Photographer
		2533 Designers And Illustrators
		253300 Designers And Illustrators
		253311 Fashion Designer
		253313 Graphic Designer
		253315 Industrial Designer
		253317 Interior Designer
		253319 Illustrator
		254911 Conservator
		254921 Museum Or Gallery Curator
		312113 Architectural Associate
		399913 Museum Or Art Gallery Technician
		4983 Jewellers And Related Tradespersons
		498300 Jewellers And Related Tradespersons
		498311 Jeweller
		498381 Apprentice Jeweller
		599917 Photographer's Assistant
Number of Businesses	ANZSIC06	25910 Jewellery and Silverware Manufacturing
		69210 Architectural Services
		69240 Other Specialised Design Services
		69910 Professional Photographic Services
		89100 Museum Operation
		90029 Other Creative Artists, Writers and Performers

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>>

Creative Industries National Mapping Project

ARC Centre of Excellence for Creative Industries & Innovation

Queensland University of Technology

Z1-515F "the works" Creative Industries Precinct

Musk Avenue, Kelvin Grove 4059 Qld.

Australia's Creative Economy Information Sheet

Employment in the Australian Film, Television and Radio Segment

The Segment's Workforce in 2001	
NSW	15,557
Vic	7,949
Qld	5,038
WA	2,122
SA	1,861
Tas	604
NT	454
ACT	627
Segment Total	34,212

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 Creative employment across the economy. The selection of statistical occupation classifications used for the employment estimations are overleaf. Unless otherwise stated all figures are based on employment at the time of the 2001 Australian Census which is the most recent data available.

Over 34,000 people in the Film, Television and Radio Workforce

In 2001 there were 34,212 people employed in the Film, Television and Radio workforce. This is the second smallest segment of the Creative Workforce, accounting for 8% of the total.

The Workforce of this segment differs significantly from the other segments of the Creative Workforce in that the employment is mostly within businesses specialising in the production of Film, Television and Radio services.

Some 17,800 people, representing 52% of the segment's workforce, were employed in specialist Film, Television and Radio occupations within businesses specialising in the production of Film, Television and Radio services.

A smaller number, about 14,000, were engaged in business support roles within these specialist service providers.

Only around 2,400 people or 7% of the segment's workforce were "embedded" in other industries i.e. people in specialist Film, Television and Radio occupations employed in other industries such as finance, government, education and general business. This is a much lower rate than other segments.

In 2001 NSW accounted for 45% of the segment's total employees, followed by Victoria with 23% and Queensland with 15%.

Each State's share of Segment's Workforce 2001	
NSW	46%
Vic	23%
Qld	15%
WA	6%
SA	5%
Tas	2%
NT	1%
ACT	2%
Segment Total	100%

Figure 1: The number of people employed in Specialist, Embedded and Support roles in the segment's workforce

		Industry of Employment		
		Film TV Industries	Other Industries	Total
Occupation of Employed	Film TV Occupations	17,760	2,404	20,164
	Other Occupations	14,048		14,048
	Total	31,808	2,404	34,212

Data Source:

Analysis by CCI of a custom, confidentialised extract of the Australian Business Register (accessed under section 30 of the A New Tax System (Australian Business Number) Act 1999 and under contract to the Australian Government Department of Communications, Information Technology and the Arts (DCITA) as at 5th of May 2006.

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

Publication Notice

This information sheet has been published as part of an Australian Research Council Linkage Project (LP0453652) between the Department of Communications, Information Technology and the Arts, the Australian Film Commission and Queensland University of Technology.

The Industries and Occupations Defined to be within the Film, Television and Radio Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	9100 Motion Picture, Radio and Television Services, undefined
		9110 Film and Video Services, undefined
		9111 Film and Video Production
		9120 Radio and Television Services, undefined
		9121 Radio Services
		9122 Television Services
Occupation of Employment	ASCO V2	1296 Media Producers And Artistic Directors
		129600 Media Producers And Artistic Directors
		129611 Media Producer
		129613 Artistic Director
		253415 Television Journalist
		253417 Radio Journalist
		2535 Authors And Related Professionals
		253515 Script Editor
		2536 Film, Television, Radio And Stage Directors
		253600 Film, Television, Radio And Stage Directors
		253611 Art Director (Film, Television Or Stage)
		253613 Director (Film, Television, Radio Or Stage)
		253615 Director Of Photography
		253617 Film And Video Editor
		253621 Program Director (Radio Or Television)
		253623 Technical Director
		253679 Film, Television, Radio And Stage Directors
		253711 Music Director
		253900 Media Presenters
		253911 Radio Presenter
		253913 Television Presenter
		499213 Camera Operator (Film, Television Or Video)
		499215 Television Equipment Operator
		499217 Broadcast Transmitter Operator
499223 Production Assistant (Film, Television Or Radio)		

Further information

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Australia's Creative Economy Information Sheet

Businesses in the Australian Film, Television and Radio Segment

The Numbers of Businesses within the States and their share of the segment		
	Number	Share
NSW	4,104	48%
Vic	2,073	24%
Qld	1,091	13%
WA	525	6%
SA	425	5%
Tas	107	1%
NT	52	1%
ACT	95	1%
Total	8,472	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 estimating the Creative employment and business activities across the economy. The industry classifications used to determine the numbers of businesses in the segment are overleaf. Unless otherwise stated, the business numbers are based on businesses registered on the Australian Business Register as at May 2006.

Almost 8,500 businesses in the Film, Television and Radio Industry Segment

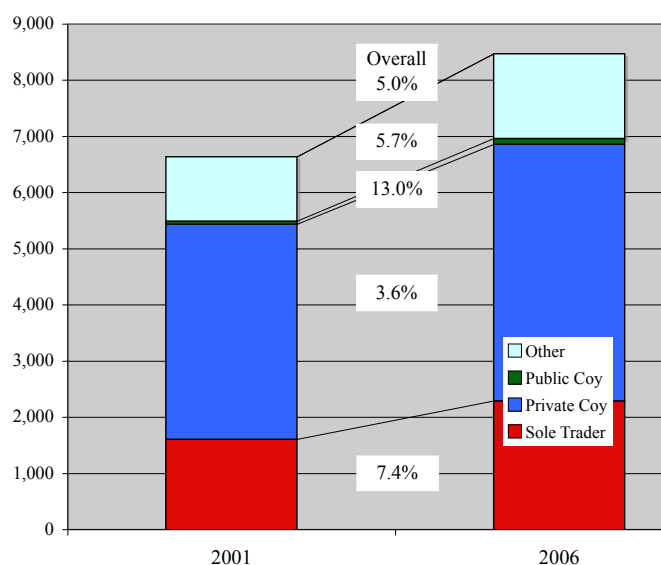
In 2006 there were 8,472 businesses specialising in the provision of Film, Television and Radio services registered on the Australian Business Register, making up about 5.5% of the Australian Creative Industries and less than 1% of all registered businesses. With an average growth rate of 5.0% between 2001 and 2006, this segment grew more rapidly than the Creative Industries as a whole (which on average grew by 3.8% annually over the period) and the average for all industries (3.7%).

NSW accounted for 48% of these businesses, followed by Victoria with 24% and Queensland with 13%. The segment's share of State or Territory businesses was higher than the average (0.4% Australia-wide) only in NSW where the segment accounted for 0.5% of the State's businesses. Between 2001 and 2006, the average annual growth of this segment exceeded its 5.0% national growth rate in Tasmania (with 8.2%), Queensland (7.6%), the ACT (7.2%) and Western Australia (5.1%). In all States and Territories the average annual growth rate of this segment exceeded the all-industry average except for the Northern Territory where the rates of growth were about equal.

Segment's Share of the State's Businesses 2006	Annual Growth Rate
NSW	0.5%
Vic	0.4%
Qld	0.2%
WA	0.2%
SA	0.3%
Tas	0.2%
NT	0.3%
ACT	0.3%
Total	0.4%

Private and public companies accounted for 54% and 1% respectively of the registrations, sole traders comprised 27% and the balance was a variety of partnerships and other entities. The public company and sole trader registrations grew faster than the average for all the segment's registrations between 2001 and 2006, at an average annual growth rate of 13.7% and 7.4% respectively.

Figure 1: The growth in the number of the different types of business entities in the segment between August 2001 and April 2006



The Industries and Occupations Defined to be within the Film, Television and Radio Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	9100 Motion Picture, Radio and Television Services, undefined
		9110 Film and Video Services, undefined
		9111 Film and Video Production
		9120 Radio and Television Services, undefined
		9121 Radio Services
		9122 Television Services
Occupation of Employment	ASCO V2	1296 Media Producers And Artistic Directors
		129600 Media Producers And Artistic Directors
		129611 Media Producer
		129613 Artistic Director
		253415 Television Journalist
		253417 Radio Journalist
		2535 Authors And Related Professionals
		253515 Script Editor
		2536 Film, Television, Radio And Stage Directors
		253600 Film, Television, Radio And Stage Directors
		253611 Art Director (Film, Television Or Stage)
		253613 Director (Film, Television, Radio Or Stage)
		253615 Director Of Photography
		253617 Film And Video Editor
		253621 Program Director (Radio Or Television)
		253623 Technical Director
		253679 Film, Television, Radio And Stage Directors
		253711 Music Director
		253900 Media Presenters
		253911 Radio Presenter
		253913 Television Presenter
		499213 Camera Operator (Film, Television Or Video)
		499215 Television Equipment Operator
		499217 Broadcast Transmitter Operator
		499223 Production Assistant (Film, Television Or Radio)

Further information

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Australia's Creative Economy Information Sheet

Employment in the Australian Music and Performing Arts Segment

The Segment's Workforce in 2001	
NSW	10,744
Vic	7,094
Qld	5,286
WA	2,288
SA	1,865
Tas	1,679
NT	254
ACT	408
Segment Total	29,618

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Almost 30,000 people in the Music and Performing Arts Workforce

In 2001 there were 29,618 people employed in the Music and Performing Arts workforce. This is the smallest segment of the Creative Workforce, accounting for 7% of the total.

Some 9,800 people, representing 33% of the segment's workforce, were employed in specialist Music and Performing Arts occupations within businesses specialising in the production of Music and Performing Arts services.

A slightly smaller number, about 8,600, were engaged in business support roles - management, sales etc - within these specialist service providers.

About 11,000 people or 38% of the segment's employment were "embedded" in other industries, i.e. people in specialist Music and Performing Arts occupations employed in other industries such as finance, government, education and general business.

In 2001 NSW accounted for 36% of the segment's total employees, followed by Victoria with 24% and Queensland with 18%.

Each State's share of Segment's Workforce 2001	
NSW	36%
Vic	24%
Qld	18%
WA	8%
SA	6%
Tas	6%
NT	1%
ACT	1%
Segment Total	100%

Figure 1: The number of people employed in Specialist, Embedded and Support roles in the segment's workforce

		Industry of Employment		
		Music Industries	Other Industries	Total
Occupation of Employed	Music & Performing Arts Occupations	9,812	11,238	21,050
	Other Occupations	8,568		8,568
	Total	18,380	11,238	29,618

Data Source:

Analysis by CCI of a custom, confidentialised extract of the Australian Business Register (accessed under section 30 of the A New Tax System (Australian Business Number) Act 1999 and under contract to the Australian Government Department of Communications, Information Technology and the Arts (DCITA) as at 5th of May 2006.

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

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The Industries and Occupations Defined to be within the Music and Performing Arts Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	2430 Recorded Media Manufacturing and Publishing
		9241 Music and Theatre Productions
		9250 Services to the Arts, undefined
		9251 Sound Recording Studios
		9252 Performing Arts Venues
Occupation of Employment	ASCO V2	9259 Services to the Arts N.E.C.
		253619 Stage Manager
		2537 Musicians and Related Professionals
		253700 Musicians And Related Professionals
		253713 Singer
		253715 Instrumental Musician
		253717 Composer
		253779 Musicians And Related Professionals Nec
		2538 Actors, Dancers And Related Professionals
		253800 Actors, Dancers And Related Professionals
		253811 Actor
		253813 Dancer Or Choreographer
		253879 Actors, Dancers And Related Professionals Nec
		2539 Media Presenters
		4992 Performing Arts Support Workers
		499200 Performing Arts Support Workers
		499211 Sound Technician
		499221 Light Technician
		499225 Production Assistant (Theatre)
499227 Make Up Artist		
499279 Performing Arts Support Workers Nec		
Number of Businesses	ANZSIC06	90021 Musicians and Entertainers
		90010 Performing Arts Operation
		55220 Music and Other Sound Recording Activities
		16200 Reproduction of Recorded Media
		55210 Music Publishing

Further information

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Australia's Creative Economy Information Sheet

Businesses in the Australian Music and Performing Arts Segment

The Numbers of Businesses within the States and their share of the segment		
	Number	Share
NSW	5,043	42%
Vic	2,769	23%
Qld	2,212	19%
WA	907	8%
SA	599	5%
Tas	122	1%
NT	87	1%
ACT	135	1%
Total	11,874	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 estimating the Creative employment and business activities across the economy. The industry classifications used to determine the numbers of businesses in the segment are overleaf. Unless otherwise stated, the business numbers are based on businesses registered on the Australian Business Register as at May 2006.

Almost 12,000 businesses in the Music and Performing Arts Segment

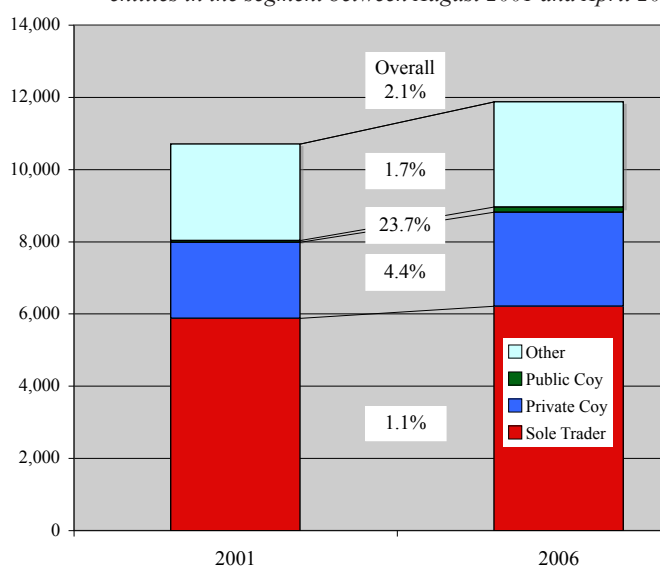
In 2006 there were 11,874 businesses specialising in the provision of Music and Performing Arts services registered on the Australian Business Register, making up about 7.6% of the Australian Creative Industries and less than 1% of all registered businesses. With an average growth rate of 2.1% between 2001 and 2006, this segment grew more slowly than the Creative Industries as a whole (which on average grew by 3.8% annually over the period) and the average for all industries (3.7%).

NSW accounted for 42% of these businesses, followed by Victoria with 23% and Queensland with 19%. The segment's share of State or Territory businesses was close to the average (0.5%) in all instances, but was the highest in NSW where the segment accounted for 0.6% of the State's businesses. Between 2001 and 2006, the average annual growth of this segment exceeded its 2.1% national growth rate in the ACT (with a 3.8% average annual growth rate) and Western Australia (3.2%). The segment's growth rate was also faster than the all-industry average only in the ACT.

Private and public companies accounted for 22% and 1% respectively of the registrations, sole traders comprised 52% and the balance were a variety of partnerships and other entities. The public company registrations grew faster than the other types of registrations between 2001 and 2006, at an average annual growth rate of about 23.7%, though the number of such registrations was not large (139 in 2006).

Segment's Share of the State's Businesses 2006	Annual Growth Rate
NSW	1.9%
Vic	2.7%
Qld	1.6%
WA	3.2%
SA	1.0%
Tas	0.2%
NT	1.9%
ACT	3.8%
Total	2.1%

Figure 1: The growth in the number of the different types of business entities in the segment between August 2001 and April 2006



The Industries and Occupations Defined to be within the Music and Performing Arts Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	2430 Recorded Media Manufacturing and Publishing
		9241 Music and Theatre Productions
		9250 Services to the Arts, undefined
		9251 Sound Recording Studios
		9252 Performing Arts Venues
		9259 Services to the Arts N.E.C.
Occupation of Employment	ASCO V2	2534 Journalists And Related Professionals
		253619 Stage Manager
		2537 Musicians and Related Professionals
		253700 Musicians And Related Professionals
		253713 Singer
		253715 Instrumental Musician
		253717 Composer
		253779 Musicians And Related Professionals Nec
		2538 Actors, Dancers And Related Professionals
		253800 Actors, Dancers And Related Professionals
		253811 Actor
		253813 Dancer Or Choreographer
		253879 Actors, Dancers And Related Professionals Nec
		2539 Media Presenters
		4992 Performing Arts Support Workers
		499200 Performing Arts Support Workers
		499211 Sound Technician
		499221 Light Technician
		499225 Production Assistant (Theatre)
		499227 Make Up Artist
499279 Performing Arts Support Workers Nec		

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Australia's Creative Economy Information Sheet

Employment in the Australian Writing, Publishing and Print Media Segment

The Segment's Workforce in 2001	
NSW	29,748
Vic	21,708
Qld	11,276
WA	7,321
SA	5,042
Tas	1,946
NT	697
ACT	2,948
Segment Total	80,686

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Almost 81,000 people in the Writing, Publishing and Print Media Workforce

In 2001 there were 80,686 people employed in the Writing, Publishing and Print Media (Publishing) workforce. This segment is the third largest within the Creative Workforce, accounting for 18% of the total.

Some 25,200 people, representing 31% of the segment's workforce, were employed in specialist Writing, Publishing and Print Media occupations within businesses specialising in the production of Writing, Publishing and Print Media services.

A significantly larger number, about 37,100, were engaged in business support roles within these specialist service providers, ie in management, sales etc.

Another 18,451 people in specialist Writing, Publishing and Print Media occupations were "embedded" in other industries, i.e. employed in specialist Writing, Publishing and Print Media occupations in industries such as finance, government, education and general business. This was about 24% of the total segment workforce.

In 2001 NSW accounted for 37% of the segment's total employees, followed by Victoria with 27% and Queensland with 14%.

Each State's share of Segment's Workforce 2001	
NSW	37%
Vic	27%
Qld	14%
WA	9%
SA	6%
Tas	2%
NT	1%
ACT	4%
Segment Total	100%

Figure 1: The number of people employed in Specialist, Embedded and Support roles in the segment's workforce

		Industry of Employment			
		Writing, Publishing & Print Media	Publishing Industries	Other Industries	Total
Occupation of Employed	Publishing Occupations		25,167	18,451	43,618
	Other Occupations		37,068		37,068
	Total		62,235	18,451	80,686

Data Source:

Analysis by CCI of a custom, confidentialised extract of the Australian Business Register (accessed under section 30 of the A New Tax System (Australian Business Number) Act 1999 and under contract to the Australian Government Department of Communications, Information Technology and the Arts (DCITA) as at 5th of May 2006.

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The Industries and Occupations Defined to be within the Writing, Publishing and Print Media Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	2413 Services to Printing
		2420 Publishing, undefined
		2421 Newspaper Printing or Publishing
		2422 Other Periodical Publishing
		2423 Book and Other Publishing
		9200 Libraries, Museums and the Arts, undefined
		9210 Libraries
Occupation of Employment	ASCO V2	2292 Librarians
		229211 Librarian
		229915 Archivist
		253400 Journalists And Related Professionals Nfd
		253411 Editor
		253413 Print Journalist
		253421 Technical Writer
		253479 Journalists And Related Professionals Nec
		253500 Authors And Related Professionals
		253511 Author
		253513 Book Editor
		3997 Library Technicians
		399711 Library Technician
		6192 Library Assistants
		619211 Library Assistant
		619911 Proof Reader

Further information

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Australia's Creative Economy Information Sheet

Businesses in the Australian Writing, Publishing and Print Media Segment

The Numbers of Businesses within the States and their share of the segment		
	Number	Share
NSW	1,709	41%
Vic	1,061	25%
Qld	722	17%
WA	329	8%
SA	185	4%
Tas	65	2%
NT	25	1%
ACT	86	2%
Total	4,182	100%

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Over 4,000 businesses in the Writing, Publishing and Print Media Segment

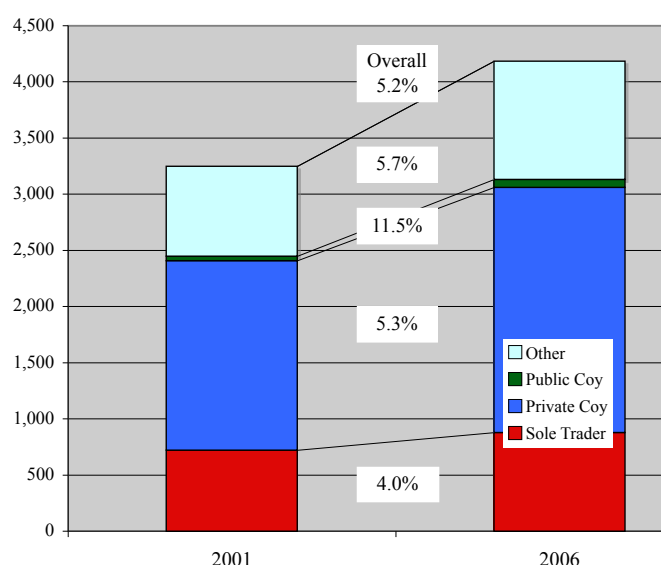
In 2006 there were 4,182 businesses specialising in the Writing, Publishing and Print Media segment registered on the Australian Business Register, making up about 3% of the Australian Creative Industries and less than 1% of all registered businesses. With an average growth rate of 5.2% between 2001 and 2006, this segment grew faster than the Creative Industries as a whole (which on average grew by 3.8% annually over the period) and all Australian industries (which grew on average by 3.7% annually).

NSW, accounted for 41% of these businesses, followed by Victoria with 25% and Queensland with 17%. The segment's share of State or Territory businesses was highest in the ACT where the segment accounted for 0.3% of the Territory's businesses. However between 2001 and 2006, the segment grew more rapidly than its national average in Tasmania (8.1% average annual growth rate), the Northern Territory (8.0%) and Queensland (7.2%).

Private and public companies accounted for 52% and 2% respectively of the registrations, sole traders comprised 21% and the balance were a variety of partnerships and other entities. The public company registrations grew particularly strongly between 2001 and 2006, at an average annual growth rate of about 11.5%, though the number of such companies (69 in 2006) was not large.

Segment's Share of the State's Businesses 2006	Annual Growth Rate
NSW	0.2%
Vic	0.2%
Qld	0.2%
WA	0.1%
SA	0.1%
Tas	0.1%
NT	0.1%
ACT	0.3%
Total	0.2%

Figure 1: The growth in the number of the different types of business entities in the segment between August 2001 and April 2006



The Industries and Occupations Defined to be within the Writing, Publishing and Print Media Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	2413 Services to Printing
		2420 Publishing, undefined
		2421 Newspaper Printing or Publishing
		2422 Other Periodical Publishing
		2423 Book and Other Publishing
		9200 Libraries, Museums and the Arts, undefined
		9210 Libraries
Occupation of Employment	ASCO V2	2292 Librarians
		229211 Librarian
		229915 Archivist
		253400 Journalists And Related Professionals Nfd
		253411 Editor
		253413 Print Journalist
		253421 Technical Writer
		253479 Journalists And Related Professionals Nec
		253500 Authors And Related Professionals
		253511 Author
		253513 Book Editor
		3997 Library Technicians
		399711 Library Technician
		6192 Library Assistants
		619211 Library Assistant
		619911 Proof Reader

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Australia's Creative Economy Information Sheet

Employment in the Australian Software Development and Interactive Content Segment

The Segment's Workforce in 2001	
NSW	54,888
Vic	39,719
Qld	15,387
WA	8,853
SA	7,251
Tas	1,044
NT	663
ACT	6,042
Segment Total	133,847

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Almost 134,000 people in the Software Development and Interactive Content Workforce

In 2001 there were 133,847 people employed in the Software Development and Interactive Content workforce. This segment is the largest within the Creative Workforce, accounting for 31% of the total.

Some 34,820 people, representing 26% of the segment's workforce, were employed in specialist Software Development and Interactive Content occupations within businesses specialising in the production of Software Development and Interactive Content services. A significantly larger number, about 60,900, were engaged in business support roles within these specialist service providers.

Another 38,099 people in specialist Software Development and Interactive Content occupations were "embedded" in other industries across the economy, i.e. employed in

Figure 1: The number of people employed in Specialist, Embedded and Support roles in the segment's workforce

Each State's share of Segment's Workforce 2001	
NSW	41%
Vic	30%
Qld	12%
WA	7%
SA	5%
Tas	1%
NT	1%
ACT	5%
Segment Total	100%

		Industry of Employment			
		Software Development & Interactive Content	Software Industries	Other Industries	Total
Occupation of Employed	Software Occupations		34,818	38,099	72,917
	Other Occupations		60,930		60,930
	Total		95,748	38,099	133,847

specialist Software Development and Interactive Content occupations in industries such as finance, government, education and general business.

The distribution of the occupations within this segment follows a different pattern from most of the other segments in that a large proportion of its workforce is embedded, consistent with the widespread development and use of software.

In 2001 New South Wales accounted for 41% of the segment's total employees, followed by Victoria with 30% and Queensland with 11%.

The Industries and Occupations Defined to be within the Software Development and Interactive Content Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	7834 Computer Consultancy Services
Occupation of employment	ASCO V2	223113 Systems Designer
		223115 Software Designer
		223117 Applications And Analyst Programmer
		223119 Systems Programmer
Industry of Businesses	ANZSIC06	54140 Directory and Mailing List Publishing
		54200 Software Publishing
		57000 Internet Publishing and Broadcasting
		59100 Internet Service Providers and Web Search Portals
		59210 Data Processing and Web Hosting Services
		70000 Computer System Design and Related Services
		70003 Internet and web design consulting service
		70004 Interactive game development service

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>>

Creative Industries National Mapping Project

ARC Centre of Excellence for Creative Industries & Innovation

Queensland University of Technology

Z1-515F "the works" Creative Industries Precinct

Musk Avenue, Kelvin Grove 4059 Qld.

Australia's Creative Economy Information Sheet

Businesses in the Australian Software Development and Interactive Content Segment

The Numbers of Businesses within the States and their share of the segment		
	Number	Share
NSW	25,143	41%
Vic	16,814	28%
Qld	9,405	14%
WA	4,945	8%
SA	2,968	5%
Tas	667	1%
NT	236	0%
ACT	1,667	3%
Total	61,845	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 estimating the Creative employment and business activities across the economy. The industry classifications used to determine the numbers of businesses in the segment are overleaf. Unless otherwise stated, the business numbers are based on businesses registered on the Australian Business Register as at May 2006.

Almost 62,000 businesses in the Software Development and Interactive Content Industry Segment

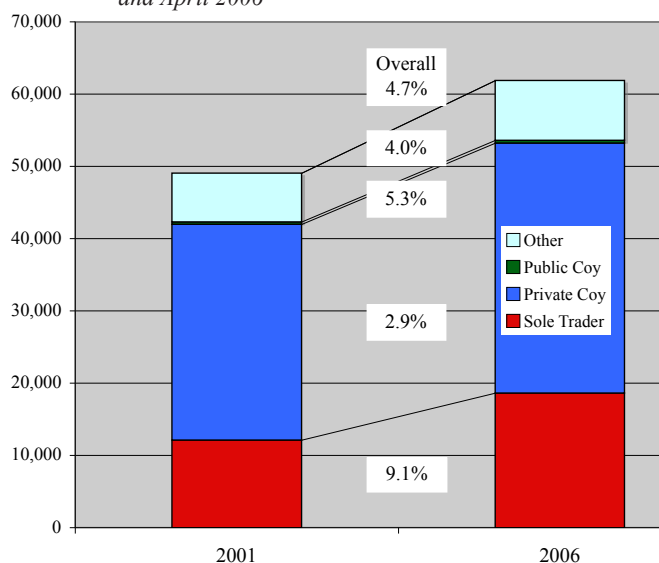
In 2006 there were 61,845 businesses specialising in Software Development and Interactive Content production registered on the Australian Business Register, making up 40% of the Australian Creative Industries and 2.6% of all registered businesses. With an average annual growth rate of 4.7% between 2001 and 2006, this segment grew faster than the Creative Industries as a whole (which on average grew by 3.8% annually over the period) and all industries (which had an annual average growth rate of 3.7%).

The most populous State, NSW, accounted for 41% of these businesses, followed by Victoria with 27% and Queensland with 15%. The segment's share of State or Territory businesses was highest in the ACT where the segment accounted for 5.9% of the Territory's businesses. The other locations where the segment's share was higher than the Australian average were NSW (with a 3% share) and Victoria (with 2.9%). However between 2001 and 2006, the segment grew more rapidly than its 4.7% national average in Queensland (where the annual growth rate was 6.0%) and Tasmania (5.9%), and also much higher than the average annual growth rate for all industries in these States (which were 4.3% and 2.5% respectively).

Private and public companies accounted for 56% and 1% respectively of the registrations, sole traders comprised 30% and the balance were a variety of partnerships and other entities. The sole trader registrations grew particularly strongly between 2001 and 2006, at an average annual growth rate exceeding 9%.

Segment's Share of the State's Businesses 2006	Annual Growth Rate	
NSW	3.0%	4.7%
Vic	2.9%	4.3%
Qld	2.1%	6.0%
WA	2.1%	4.5%
SA	1.9%	4.6%
Tas	1.5%	5.9%
NT	1.3%	3.5%
ACT	5.9%	3.5%
Total	2.6%	4.7%

Figure 1: The growth in the number of the different types of business entities in the segment between August 2001 and April 2006



The Industries and Occupations Defined to be within the Software Development and Interactive Content Segment

Used for	Classification release	Classification
Industry of Employment	ANZSIC93	7834 Computer Consultancy Services
Occupation of employment	ASCO V2	223113 Systems Designer
		223115 Software Designer
		223117 Applications And Analyst Programmer
		223119 Systems Programmer
Industry of Businesses	ANZSIC06	54140 Directory and Mailing List Publishing
		54200 Software Publishing
		57000 Internet Publishing and Broadcasting
		59100 Internet Service Providers and Web Search Portals
		59210 Data Processing and Web Hosting Services
		70000 Computer System Design and Related Services
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