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Australia's Creative Economy Information Sheet

Employment in the Advertising and Marketing Segment: 2006 Update

The Segment's Employment		
	2006	Change 01-06
NSW	24,850	3,344
Vic	17,286	2,433
Qld	8,980	1,815
SA	3,122	173
WA	3,884	(9)
Tas	630	124
NT	247	31
ACT	782	(68)
Total	59,781	7,843

Growth in Employment for Segment and Workforce		
	96-01	01-06
Industries	5.4%	1.1%
Occupations	6.0%	4.9%
Specialist	8.8%	1.2%
Embedded	5.2%	5.9%
Support	4.2%	1.0%
Total Segment	5.3%	3.5%
Australian Workforce	1.2%	2.4%

This Information Sheet is a summary of some of the key findings of the Creative Economy Mapping Program within the ARC Centre of Excellence for Creative Industries and Innovation (CCI). The program has developed new definitions and methodologies for revealing the Creative employment across the economy. Unless otherwise stated all figures are based on employment at the time of the 2006 Australian Census.

Almost 60,000 people in the Advertising and Marketing Workforce

In 2006 there were 59,781 people employed in the Advertising and Marketing workforce, accounting for 12.3% of the total Creative Workforce. Approximately 9,000 people, representing 15.2% of the segment's workforce, were employed in specialist Advertising and Marketing occupations within creative businesses.

A significantly larger number, about 17,900 were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

Another 32,784 people in specialist Advertising and Marketing occupations were embedded in other industries, i.e. employed in industries such as finance, government, education and general business.

Employment within this segment follows a different pattern from most of the other segments particularly in relation the large proportion of its workforce that was embedded. This is consistent with the general business nature of this occupation

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

Advertising and Marketing 2006		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* 9,088	*Embedded* 32,784	41,872
	Other Occupations	*Support* 17,909		17,909
	Total	26,997	32,784	*Total Segment* 59,781

Growth in the Advertising and Marketing Workforce has slowed but remains the strongest of all the creative segments.

Between 2001 and 2006 annual growth in the Advertising and Marketing workforce was 3.2%, a drop from the growth rate achieved between 1996 and 2001 of 5.3%. Despite the slow-down, this rate is substantially higher that the 2.4% growth rate displayed by the total workforce and is the strongest growth rate of all the creative segments.

The slowdown is primarily due to a decrease in specialist employment growth rates from 8.8% between 1996 and 2001 to 1.2% between 2001 and 2006. The growth of specialist employment in Northern Territory, however, remained strong between 2001 and 2006 at 11.8%.

Data Source:
Analysis by CCI of a custom table from the Australian Census of Population and Housing 1996, 2001, 2006.

Publication Notice
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The Segment's Mean Annual Income		
	2006	Growth 01-06
NSW	$65,830	4.5%
Vic	$59,100	4.0%
Qld	$50,500	4.9%
SA	$47,970	4.1%
WA	$52,590	5.5%
Tas	$42,290	1.9%
NT	$58,240	7.0%
ACT	$62,390	5.4%
Total Segment	$59,460	4.5%
Australian Workforce	$44,490	4.5%

Each State's Share of Segment's Employment		
	2001	2006
NSW	41.4%	41.6%
Vic	28.9%	28.9%
Qld	13.8%	15.0%
SA	5.6%	5.2%
WA	7.4%	6.5%
Tas	1.1%	1.1%
NT	0.4%	0.4%
ACT	1.4%	1.3%
Total	100%	100%

Support employment also slowed from 4.2% to 1.0% in the same period. This slowdown was uniform across the states.

Growth in mean income for the segment remained relatively stable.

Growth in mean income for the segment remained relatively stable between 1996, 2001 and 2006. The rates of growth for mean income in the segment as a whole are comparable to the growth in mean income across the entire workforce.

The Northern Territory experienced a substantially higher growth rate in mean annual income between 2001 and 2006 than the segment as a whole. Tasmania was the slowest growing state in mean annual income in this segment.

Specialist and embedded workers in the segment experienced slightly better growth in mean income than the whole workforce. Support workers experienced significantly slower rates of growth than the whole workforce.

Figure 2: The mean income of people employed in Specialist, Embedded and Support roles in the segment's workforce

Advertising and Marketing 2006, Mean Annual Income ($)		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* $68,000	*Embedded* $64,620	$66,310
	Other Occupations	*Support* $45,690		$45,690
	Total	$56,845	$64,620	*Total Segment* $59,460

NSW has the highest proportion of the Advertising and Marketing workforce.

In 2006 NSW accounted for approximately 42% of the segment's total employment, followed by Victoria with approximately 29% and Queensland with 15%.

Queensland showed the most significant growth in its share of the Advertising and Marketing workforce, increasing from 13.8% iun 2001 to 15.0% in 2006.

Western Australia was the only state that showed a significant drop in it's share of the Advertising and Marketing workforce dropping from 7.4% to 6.5%.

The shares remained relatively stable among the other states.

Further information

Further information and updates are available from the Creative Economy Mapping Program web site at <https://wiki.cci.edu.au/display/CEMP>
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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 Architecture, Design and Visual Arts Segment: 2006 Update

The Segment's Employment	2006	Change 01-06
NSW	40,075	2,968
Vic	33,147	4,410
Qld	20,983	4,481
SA	7,202	838
WA	10,732	1,123
Tas	2,147	465
NT	833	36
ACT	2,878	258
Total	117,997	14,579

Growth in Employment for Segment and Workforce	96-01	01-06
Industries	2.0%	1.8%
Occupations	4.1%	3.9%
Specialist	4.4%	3.3%
Embedded	3.8%	4.5%
Support	-1.4%	-0.9%
Total Segment	2.6%	2.8%
Australian Workforce	1.2%	2.4%

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Almost 118,000 people in the Architecture, Design and Visual Arts Workforce

In 2006 there were 117,997 people employed in the Architecture, Design and Visual Arts workforce, accounting for 24.2% of the total Creative Workforce. Approximately 50,000 people, representing 41.9% of the segment's workforce, were employed in specialist Architecture, Design and Visual Arts occupations within creative businesses.

A significantly smaller number, about 26,000, were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

A further 42,892 people in specialist Architecture, Design and Visual Arts occupations were embedded in other industries, i.e. employed in industries such as finance, government, education and general business.

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

Architecture, Design and Visual Arts 2006		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* 49,508	*Embedded* 42,892	92,400
	Other Occupations	*Support* 25,597		25,597
	Total	75,105	42,892	*Total Segment* 117,997

Growth in the Architecture, Design and Visual Arts Workforce has remained steady at 2.8%.

Between 2001 and 2006 average annual growth in the Architecture, Design and Visual Arts workforce was 2.8%. This rate is a small increase from the 2.6% growth experienced in this segment between 1996 and 2001. This growth also remains above the rate of growth for the total Australian workforce which increased from 1.2% between 1996 and 2001 to 2.4% between 2001 and 2006 and is second only to growth in the advertising and marketing segment.

There has been a clear shift in employment from specialist to embedded occupations. The annual growth rate of specialists in this segment slowed from 4.4% to 3.3% . At the same time the growth in the embedded workforce in this segment increased from 3.8% between 1996 and 2001 to 4.5% between 2001 and 2006.

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Data Source:
Analysis by CCI of a custom table from the Australian Census of Population and Housing 1996, 2001, 2006.
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The Segment's Mean Annual Income		
	2006	Growth 01-06
NSW	$48,970	4.2%
Vic	$45,850	4.4%
Qld	$44,160	5.5%
SA	$41,420	4.5%
WA	$46,950	5.5%
Tas	$34,770	4.1%
NT	$39,730	4.3%
ACT	$48,700	4.7%
Total Segment	$46,270	4.6%
Australian Workforce	$44,940	4.5%

Each State's Share of Segment's Employment		
	2001	2006
NSW	35.6%	34.0%
Vic	27.8%	28.1%
Qld	16.1%	17.8%
SA	6.2%	6.1%
WA	9.2%	9.1%
Tas	1.7%	1.8%
NT	0.8%	0.7%
ACT	2.6%	2.4%
Total	100%	100%

The shedding of support workers in this segment has reduced. Support workers continue to decrease in numbers in this segment at a rate of 0.9% between 2001 and 2006 compared to 1.4% between 1996 and 2001. All states displayed negative growth in support workforce between 2001 and 2006 with the exception of Tasmania which had substantial growth of 6%.

Growth in mean annual income for the segment has kept pace with the overall workforce.

Between 2001 and 2006 Growth in mean annual income for the segment was 4.6%. Between 1996 and 2001 growth in mean annual income for this segment was slightly down but still above the average for the entire workforce. There has been a slow down of growth in mean annual income in this segment to a level comparable with the total Australian workforce.

The states that experienced the greatest overall growth in annual mean income in this segment were Queensland and Western Australia, both achieving rates of 5.5%.

Embedded workers in this segment experienced significantly higher growth in mean income to Specialists in 2001 to 2006 suggesting that the shift in employment from specialist to embedded was driven by an increased demand for embedded workers.

Support workers experienced significantly slower rates of growth in mean income than the whole workforce in 2001 to 2006. This fact, along with the negative growth in employment in this occupation category, indicates a possible reduction in demand for support workers.

Figure 2: The mean annual income of people employed in Specialist, Embedded and Support roles in the segment's workforce

Architecture, Design and Visual Arts 2006, Mean Annual Income ($)		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* $47,830	*Embedded* $46,480	$47,155
	Other Occupations	*Support* $42,870		$42,870
	Total	$45,350	$46,480	*Total Segment* $46,270

NSW has the highest proportion of the Architecture, Design and Visual Arts workforce.

In 2006 NSW accounted for approximately 34% of the segment's total employees, a drop from 35.6 in 2001. NSW was followed by Victoria with approximately 28% and Queensland with 18% in 2006.

Victoria and Queensland are the only two states to have increased their share of the segment's workforce.

Further information

Further information and updates are available from the Creative Economy Mapping Program web site at <https://wiki.cci.edu.au/display/CEMP>

Creative Economy Mapping Program
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 Film, TV and Radio Segment: 2006 Update

The Segment's Employment		
	2006	Change 01-06
NSW	14,917	472
Vic	7,637	604
Qld	4,973	220
SA	1,818	15
WA	1,981	6
Tas	590	(34)
NT	367	8
ACT	743	101
Total	33,026	1,392

Growth in Employment for Segment and Workforce		
	96-01	01-06
Industries	1.2%	-0.8%
Occupations	3.6%	3.0%
Specialist	3.6%	0.3%
Embedded	3.5%	12.5%
Support	-1.2%	-2.1%
Total Segment	1.5%	1.0%
Australian Workforce	1.2%	2.4%

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There are approximately 33,000 people in the Film, TV and Radio Workforce

In 2006 there were 33,026 people employed in the Film, TV and Radio workforce, accounting for 6.8% of the total Creative Workforce. Approximately 16,500 people, representing about 50% of the segment's workforce, were employed in specialist Film, TV and Radio occupations within creative businesses.

About 12,000 were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

Another 4,528 people in specialist Film, TV and Radio occupations were embedded in other industries, i.e. employed in industries such as finance, government, education and general business.

The proportion of specialist to embedded employees within this segment follows a different pattern from most of the other segments particularly in relation to a small proportion of its workforce that was embedded. The distribution is consistent with the general business nature of this occupation.

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

Film, TV and Radio 2006		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* 16,452	*Embedded* 4,528	20,980
	Other Occupations	*Support* 12,046		12,046
	Total	28,498	4,528	*Total Segment* 33,026

Growth in the Film, TV and Radio Workforce has slowed.

Despite strong average annual growth in embedded employment, overall workforce growth in this segment slowed. Between 2001 and 2006 growth in the Film, TV and Radio workforce was 1% which was less than the 1.5% growth achieved between 1996 and 2001.

In comparison total workforce growth in Australia increased from 1.2% between 1996 and 2001 to 2.4% between 2001 and 2006.

Growth in the embedded workforce in the Film, TV and Radio segment increased substantially from 3.5% between 1996 and 2001 to 12.5.% between 2001 and 2006. This high rate of growth was reflected across all states with the exception of Tasmania, where the embedded

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The Segment's Mean Annual Income		
	2006	Growth 01-06
NSW	$61,900	4.2%
Vic	$54,600	4.5%
Qld	$48,690	4.6%
SA	$50,670	4.3%
WA	$49,440	4.1%
Tas	$44,400	3.3%
NT	$47,620	5.6%
ACT	$52,950	4.1%
Total Segment	$56,180	4.1%
Australian Workforce	$44,940	4.5%

Each State's Share of Segment's Employment		
	2001	2006
NSW	46.2%	45.2%
Vic	22.5%	23.1%
Qld	14.6%	15.1%
SA	5.4%	5.5%
WA	6.2%	6.0%
Tas	1.8%	1.8%
NT	1.1%	1.1%
ACT	2.0%	2.2%
Total	100%	100%

workforce in this segment grew at only 2.6%.

The annual growth rate for creative specialists in this segment declined to 0.3% between 2001 and 2006. The state with the slowest growth in specialists in this period was Tasmania which experienced -2.4% growth. The highest growth rate for specialists occurred in the ACT, which had 3.1% growth.

The support staff workforce in this segment dropped for all states with a growth rate of -2.1% for the whole of Australia.

Growth in mean income for the segment slowed slightly.

Growth in mean income for the segment slowed between 1996, 2001 and 2006.

The rate of growth for mean annual income in the segment, 4.1%, was lower than 4.5%, which was the growth in mean annual income across the entire workforce.

The state with the highest growth in mean annual income was The Northern Territory followed by Queensland and then Victoria. The state with the slowest growth in mean annual income in this segment was Tasmania.

Embedded workers in this segment experienced significantly better growth in mean income than the whole workforce between 2001 and 2006. The growth rate of this role increased from 4.6% between 1996 and 2001 to 7.9% between 2001 and 2006.

Support workers experienced slower rates of growth than the whole workforce. Between 1996 and 2001 support workers' mean incomes grew by 4.7%. This figure dropped to 3.5% between 2001 and 2006.

Figure 2: The mean income of people employed in Specialist, Embedded and Support roles in the segment's workforce

Film, TV and Radio 2006, Mean Annual Income ($)		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* $59,070	*Embedded* $47,760	$53,415
	Other Occupations	*Support* $55,410		$55,410
	Total	$57,240	$47,760	*Total Segment* $56,180

NSW has the highest proportion of the Film, TV and Radio workforce.

In 2006 NSW accounted for approximately 45% of the segment's total employees, followed by Victoria with approximately 23% and Queensland with 15%.

The distribution of this segment across the states remained relatively stable, with Victoria, Queensland, South Australia and the ACT increasing their share of workers in the segment slightly.

Further information

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Z1-515F "the works" Creative Industries Precinct
Musk Avenue, Kelvin Grove 4059 Qld.

Australia's Creative Economy Information Sheet

Employment in the Music & Performing Arts Segment: 2006 Update

The Segment's Employment		
	2006	Change 01-06
NSW	11,817	(942)
Vic	8,322	(172)
Qld	5,651	(340)
SA	2,100	(286)
WA	2,511	(228)
Tas	493	(55)
NT	289	3
ACT	564	(90)
Total	31,747	(2,110)

Growth in Employment for Segment and Workforce		
	96-01	01-06
Industries	1.5%	-1.7%
Occupation	5.3%	-1.7%
Specialists	3.9%	-3.7%
Embedded	6.9%	0.3%
Support	-1.1%	0.6%
Total Segment	3.2%	-1.0%
Workforce	1.2%	2.4%

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Over 30,000 people in the Music & Performing Arts Workforce

In 2006 there were 31,747 people employed in the Music & Performing Arts workforce, accounting for 6.5% of the Creative Workforce. Approximately 11,290 people, representing 35.6% of the segment's workforce, were employed in specialist Music & Performing Arts occupations within creative businesses.

A significantly smaller number, about 7,600, were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

Another 12,800 people in specialist Music & Performing Arts occupations were embedded in other industries, i.e. employed in industries such as finance, government, education and general business.

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

Music and Performing Arts 2006		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* 11,290	*Embedded* 12,838	24,128
	Other Occupations	*Support* 7,619		7,619
	Total	18,909	12,838	*Total Segment* 31,747

Employment in the music and performing arts segment in Australia has decreased substantially.

Between 2001 and 2006 employment in this sector showed a negative annual growth rate of -1%. This growth rate represents a substantial decrease from the 1996 to 2001 growth rate of 3.2%.

The decrease in employment experienced in this segment was due to a large drop in the number of creative specialists (people employed in specialist occupations within the Music & Performing Arts industry). Approximately 2,000 individuals Australia wide left the creative specialist role in this segment between 2001 and 2006.

The growth in specialists was negative for every state and on average in Australia slowed significantly from 3.9% between 1996 and 2001 to -3.9% between 2001 and 2006.

Data Source:
Analysis by CCI of a custom table from the Australian Census of Population and Housing 1996, 2001 and 2006.
Publication Notice
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The Segment's Mean Annual Income		
	2006	Growth 01-06
NSW	$39,980	3.8%
Vic	$37,730	4.0%
Qld	$32,180	4.0%
SA	$32,520	3.8%
WA	$33,950	4.9%
Tas	$30,290	3.1%
NT	$37,280	1.7%
ACT	$39,000	4.4%
Total Segment	$36,840	4.0%
Australian Workforce	$44,940	4.5%

Each State's Share of Segment's Employment		
	2001	2006
NSW	40.0%	37.2%
Vic	25.7%	26.2%
Qld	16.7%	17.8%
SA	6.4%	6.6%
WA	7.5%	7.9%
Tas	1.4%	1.6%
NT	0.5%	0.9%
ACT	1.8%	1.8%
Total	100%	100%

The capital cities in NSW, Victoria, Queensland, Western Australia and South Australia all had significantly higher annual growth rates for total workforce in this segment than the states they are in. These rates, however, all remain negative with the exception of Melbourne.

The growth rate for the embedded workforce in the Music & Performing Arts segment decreased from 6.9% to 0.3%. Annual growth in the embedded workforce was negative for all states with the exception of the Northern Territory which grew at 5.9% and Queensland which grew 1.4%.

The support workforce experienced a slow growth rate of 0.6% between 2001 and 2006. The states show a diversity of growth rates in support employment. The highest growth rate occurred in Tasmania, which grew at 2.5% annually, and the slowest rate of growth occurred in the ACT, which experienced -7.6% annual growth.

Growth in mean income for the segment has slowed between 1996 and 2006.

The annual rate of growth for the segment's mean annual income was 4% between 2001 and 2006. This was significantly lower than the growth in mean income across the entire workforce for 2001 to 2006 which was 4.5%.

Western Australia had the highest annual growth rate between 2001 and 2006, while the lowest rate of growth occurred in the Northern Territory.

Of employment types in this segment, creative specialists experienced the highest rate of mean annual income growth at 4.5%. One interpretation of the fall in employment and the growth in mean annual income in this area is a decrease in the amount of marginal or low-income earners employed.

Figure 2: The mean annual income of people employed in Specialist, Embedded and Support roles in the segment's workforce

Music and Performing Arts 2006, Mean Annual Income ($)		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* $38,430	*Embedded* $34,750	$36,590
	Other Occupations	*Support* $37,990		$37,990
	Total	$38,210	$34,750	*Total Segment* $36,840

NSW has the highest proportion of the Music & Performing Arts workforce.

In 2006 NSW accounted for approximately 37.2% of the segment's total employees, followed by Victoria with approximately 26% and Queensland with 19%.

Queensland showed the most significant growth in its share of the Music & Performing Arts workforce, increasing from 16.7% in 2001 to 17.8% in 2006.

New South Wales was the only state that showed a significant drop in its share of the Music & Performing Arts workforce dropping from 40% to 37.2%.

Further information

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Queensland University of Technology
Z1-515F "the works" Creative Industries Precinct
Musk Avenue, Kelvin Grove 4059 Qld.

March 2008

Australia's Creative Economy Information Sheet

Employment in the Publishing Segment: 2006 Update

The Segment's Employment		
	2006	Change 01-06
NSW	27,324	384
Vic	18,846	579
Qld	11,395	572
SA	5,038	(163)
WA	7,031	360
Tas	1,695	18
NT	594	(31)
ACT	2,654	(70)
Total	74,577	1,649

Growth in Employment for Segment and Workforce		
	96-01	01-06
Industries	-0.1%	-1.5%
Occupations	2.0%	1.1%
Specialist	4.8%	-3.1%
Embedded	-0.8%	5.0%
Support	-2.5%	-0.6%
Total Segment	-0.2%	0.3%
Australian Workforce	1.2%	2.4%

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74,000 people in the Publishing Workforce

In 2006 there were 74,577 people employed in the Publishing workforce, accounting for 15.3% of the total Creative Workforce. Approximately 19,224 people, representing 25.8% of the segment's workforce, were employed in specialist Publishing occupations within creative businesses.

A significantly larger number, about 28,608 were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

Another 26,745 people in specialist Publishing occupations were embedded in other industries, i.e. employed in industries such as finance, government, education and general business.

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

Publishing 2006		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* 19,224	*Embedded* 26,745	45,969
	Other Occupations	*Support* 28,608		28,608
	Total	47,832	26,745	*Total Segment* 74,577

Growth in the Publishing Workforce has increased but remains low.

Between 2001 and 2006 growth in the Publishing workforce was 0.3%. This growth rate was a marginal increase from the -0.2% growth experienced between 1996 and 2001.

In comparison total workforce growth in Australia increased from 1.2% between 1996 and 2001 to 2.4% between 2001 and 2006.

Growth in specialists in this segment slowed significantly from 4.8% to -3.1%. The Northern Territory, South Australia and Western Australia all had growth rates of -7.0% or less.

At the same time the embedded workforce in the Publishing segment increased substantially from -0.8% between 1996 and 2001 to 5% between 2001 and 2006. Queensland saw the largest growth in its embedded workforce in this segment between 2001 and 2006 with a growth rate of 6.5%.

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The Segment’s Mean Annual Income		
	2006	Growth 01-06
NSW	$50,125	4.5%
Vic	$43,885	4.5%
Qld	$41,318	4.8%
SA	$39,632	4.6%
WA	$40,358	4.4%
Tas	$36,847	2.4%
NT	$44,057	4.9%
ACT	$52,268	5.0%
Total Segment	$44,940	4.4%
Australian Workforce	$44,940	4.5%

Each State’s Share of Segment’s Employment		
	2001	2006
NSW	37.0%	36.6%
Vic	25.8%	25.3%
Qld	14.6%	15.3%
SA	6.9%	6.8%
WA	9.0%	9.4%
Tas	2.3%	2.3%
NT	0.8%	0.8%
ACT	3.6%	3.6%
Total	100%	100%

Growth in mean income for the segment remained relatively stable.

The Growth rate of mean annual income for the segment remained relatively stable between 1996, 2001 and 2006 and is comparable to the growth in mean annual income across the entire workforce.

Specialist workers in the segment experienced slightly better growth in mean income than the whole workforce between 2001 and 2006. Embedded workers experienced a lower rate of growth than the entire workforce between 2001 and 2006.

With the exception of Tasmanian which had growth rate of 2.4% which was well below average, growth in mean annual income was relatively uniform across the states.

Figure 2: The mean annual income of people employed in Specialist, Embedded and Support roles in the segment’s workforce

Publishing 2006, Mean Annual Income ($)		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* $49,000	*Embedded* $40,100	$44,550
	Other Occupations	*Support* $46,720		$46,720
	Total	$47,860	$40,100	*Total Segment* $44,940

NSW has the highest proportion of the Publishing workforce.

In 2006 NSW accounted for approximately 36.6% of the segment’s total employees, followed by Victoria with approximately 25.3% and Queensland with 15.3%.

Queensland showed the most significant growth in its share of the Publishing workforce, increasing from 14.6% in 2001 to 15.3% in 2006.

NSW, Victoria and South Australia showed marginal drops in their share of the Publishing workforce between 2001 and 2006.

The shares remained relatively stable among the other states.

Further information

Further information and updates are available from the Creative Economy Mapping Program web site at <https://wiki.cci.edu.au/display/CEMP>
Creative Economy Mapping Program.
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.

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Australia's Creative Economy Information Sheet

Employment in the Software and Digital Content Segment: 2006 Update

The Segment's Employment		
	2006	Change 01-06
NSW	67,300	2,709
Vic	48,418	634
Qld	21,961	3,611
SA	9,222	603
WA	12,231	1,733
Tas	1,569	180
NT	636	(15)
ACT	8,325	1,239
Total	169,662	10,694

Growth in Employment for Segment and Workforce		
	96-01	01-06
Industries	12.6%	1.3%
Occupations	9.4%	1.4%
Specialist	14.5%	-0.7%
Embedded	6.2%	2.9%
Support	11.6%	2.3%
Total Segment	10.4%	1.8%
Australian Workforce	1.2%	2.4%

This Information Sheet is a summary of some of the key findings of the Creative Economy Mapping Program within the ARC Centre of Excellence for Creative Industries and Innovation (CCI). The program has developed new definitions and methodologies for revealing the Creative employment across the economy. Unless otherwise stated all figures are based on employment at the time of the 2006 Australian Census.

Almost 170,000 people in the Software and Digital Content Workforce

In 2006 there were 169,662 people employed in the Software and Digital Content workforce, accounting for 39.8% of the total Creative Workforce. Approximately 36,366 people, representing 21.4% of the segment's workforce, were employed in specialist Software and Digital Content occupations within creative businesses

A significantly larger number, about 81,623 were engaged in business support roles within these specialist service providers - i.e. in management, sales etc.

Another 51,673 people in specialist Software and Digital Content occupations were embedded in other industries, i.e. employed in industries such as finance, government, education and general business.

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

Software and Digital Content 2006		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* 36,366	*Embedded* 51,673	88,039
	Other Occupations	*Support* 81,623		81,623
	Total	117,989	51,673	*Total Segment* 169,662

Growth in the Software and Digital Content Workforce has slowed substantially.

Between 2001 and 2006 growth in the Software and Digital Content workforce was 1.8%. This growth rate was a substabantial drop from the 10.4% growth rate achieved between 1996 and 2001.

In comparison total workforce growth in Australia increased from 1.2% between 1996 and 2001 to 2.4% between 2001 and 2006.

The growth in embedded workforce in the Software and Digital Content segment decreased from 6.2% between 1996 and 2001 to 2.9% between 2001 and 2006. At the same time the growth in specialists in this segment slowed significantly from 14.5% to -0.7%. Growth in the support workforce for this segment also slowed significantly over this period.

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Data Source:
Analysis by CCI of a custom table from the Australian Census of Population and Housing 1996, 2001, 2006.
Publication Notice
This information sheet has been published as part of The Crisis in Innovation project of the ARC Centre of Excellence for Creative Industries and Innovation (CCI).

The Segment's Mean Annual Income		
	2006	Growth 01-06
NSW	$75,550	4.2%
Vic	$70,920	4.1%
Qld	$62,750	4.4%
SA	$59,820	3.7%
WA	$64,350	4.5%
Tas	$49,920	4.1%
NT	$61,940	2.8%
ACT	$79,210	5.0%
Total Segment	$70,800	4.2%
Australian Workforce	$44,940	4.5%

Each State's Share of Segment's Employment		
	2001	2006
NSW	41.0%	39.7%
Vic	29.8%	28.5%
Qld	11.2%	12.9%
SA	5.3%	5.4%
WA	6.7%	7.2%
Tas	0.8%	0.9%
NT	0.5%	0.4%
ACT	4.7%	4.9%
Total	100%	100%

The specialist workforce in this segment decreased in size between 2001 and 2006, particularly in the Northern Territory and NSW. In contrast the state of Tasmania experienced positive growth of 6.9% in its specialist workforce for this segment between 2001 and 2006.

The embedded workforce grew over all states in this segment between 2001 and 2006, despite the slowdown from 1996 to 2001 with the ACT and Western Australia displaying growth rates above 7%.

Growth in mean income for the segment has slowed.

Growth in mean income for the segment as a whole has slowed between 1996, 2001 and 2006. The growth rate of annual mean income for this segment across Australia was 4.2%, lower than the growth in mean income for the whole workforce which was 4.5%.

The Northern Territory had the lowest growth in mean annual income for this segment at 2.8%. The highest growth rate in this category occurred in the ACT.

Specialist, embedded and support workers in this segment all experienced drops in their mean income growth rates from 1996-2001 to 2001-2006.

Creative specialists have seen the sharpest slow down in their mean annual income growth rate. Between 1996 and 2001 the growth rate for the specialists in this segment was 5.8%. This figure dropped to 3.8% between 2001 and 2006.

Figure 2: The mean annual income of people employed in Specialist, Embedded and Support roles in the segment's workforce

Software and Digital Content 2006, Mean Annual Income ($)		Industry of Employment		
		Creative Industries	Other Industries	Total
Occupation of Employed	Creative Occupations	*Specialist* $69,800	*Embedded* $74,370	$72,085
	Other Occupations	*Support* $68,980		$68,980
	Total	$69,390	$74,370	*Total Segment* $70,800

NSW has the highest proportion of the Software and Digital Content workforce.

In 2006 NSW accounted for approximately 40% of the segment's total employees, followed by Victoria with approximately 29% and Queensland with 13%.

Both NSW and Victoria decreased their shares of employees in this segment with Queensland showing the largest increase between 2001 and 2006.

Sydney's share dropped from 41% to 39.7% and Victoria's share decreased from 29.8% to 28.5% between 2001 and 2006.

Queensland's share of this segment's workers increased from 11.25 to 12.9%. Western Australia, Tasmania and the ACT also0 showed minor increases in their share of this segment's workforce.

Further information

Further information and updates are available from the Creative Economy Mapping Program web site at <https://wiki.cci.edu.au/display/CEMP>

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