

EMBARGO UNTIL: 09:00 TUESDAY 18TH FEBRUARY

VALUING AUSTRALIA'S DESIGN & VISUAL ARTS SECTOR

A new report, *Valuing Australia's Creative Industries*, released today by the Australian Government's Creative Industries Innovation Centre (CIIC), measures the economic value of the Design & Visual Arts sector.

- According to the report, there were 95,000 people in the Design & Visual Arts workforce in Australia in 2011.
- There were 22,397 businesses in the Design & Visual Arts sector – which includes graphic, fashion, interior, industrial and jewellery designers as well as photography and commercial art services – in 2011.
- Design professionals are highly sought after by non-creative industry employers. Of the 95,000 workforce, 58,000 (62%) are “embedded workers” employed across a range of other creative and non-creative industries, with over 10,000 designers working in the manufacturing industry alone. This demonstrates growing demand for Design & Visual Arts expertise.
- The average weekly earnings of specialist creatives working within Design & Visual Arts is \$921, while the average weekly earnings of professionals embedded within non-creative industries is \$953. Only 5.6% earn \$2,000 or more per week.
- Average weekly earnings are lower in Design & Visual Arts than several other creative sectors (such as Software Design & Interactive Content; Advertising & Marketing; and Architecture). However, the incomes of creative industry professionals overall is significantly higher than those employed within other industries.

Valuing Australia's Creative Industries also offers insight into the performance of Australian design businesses:



Creative Industries Innovation Centre

- 40.7% of businesses turn over less than \$50,000 per annum
- 35.9% turn over between \$50,000 and \$200,000 per annum
- 21.4% turn over between \$200,000 and \$2 million
- 2.0% turn over more than \$2 million per annum

“The Design Institute of Australia welcomes this new research into the Design and Visual Arts sector carried out by CIIC, which correlates closely with our own research carried out over many years,” says James Harper, National President of the Design Institute of Australia.

“As the economic and export contribution of this vibrant sector of the Creative Industries continues to grow and now outweighs that of many traditional industries, we welcome greater acknowledgement not only of the benefits that professional design brings to manufacturing and other industries but as an industry in its own right,” says Harper.

For more information, click [here](#) and [here](#).

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