EMBARGO UNTIL: 09:00 TUESDAY 18TH FEBRUARY

## VALUING AUSTRALIA'S FILM, TELEVISON & RADIO 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 Film, Television & Radio sector.

- According to the report, there were 42,688 people in the Film, Television & Radio workforce in Australia in 2011.
- Almost half of the sector's 6,700 businesses are based in NSW.
- Film, Television & Radio professionals are amongst the highest paid within the creative industries. The average weekly earnings of specialist creatives working within this sector which includes motion picture and video production; video post production; radio broadcasting and television broadcasting is \$1,263, while the average weekly earnings of professionals embedded within non-creative industries is \$1,143.
- Half of the 43,000 workforce are support workers.
- Pay television experienced the highest growth in Industry Gross Product (IGP) between 2004/5 and 2011/12 at around 6%.
- However, overall, the Film, Television & Radio sector has performed significantly below the GDP for the broader economy.

Valuing Australia's Creative Industries also offers insight into the performance of Australian Film, Television & Radio businesses:

- 38.5% of businesses turn over less than \$50,000 per annum
- 34.3% turn over between \$50,000 and \$200,000 per annum









## **Creative Industries Innovation Centre**

- 22.4% turn over between \$200,000 and \$2 million
- 4.7% turn over more than \$2 million per annum

For more information, click here and here.

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