EMBARGO UNTIL: 09:00 TUESDAY 18TH FEBRUARY

VALUING AUSTRALIA'S SOFTWARE DEVELOPMENT & INTERACTIVE CONTENT 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 Software Development & Interactive sector.

- According to the report, it is the largest segment of the Creative Industries with a workforce of almost 200,000 in 2011.
- It is also the largest segment by business numbers, with almost 50,000 enterprises in 2011.
- Software Design & Interactive Content professionals are the highest paid within the creative industries: over 30% of employees within the Software Development and Interactive Content sector earn \$2,000 or more per week.
- The average weekly earnings of specialist creatives in this sector is \$1,411, while the
 average weekly earnings of professionals embedded within non-creative industries is
 \$1,552 higher than the weekly average earnings for all other creative sectors.
- Software Design & Interactive Content professionals are highly sought after by non-creative industry employers. Of a total workforce of around 200,000, one quarter (51,503 people) work in non-creative companies, reflecting strong demand for software and interactive expertise across all sectors of the economy.
- With higher business entry and exit rates than the creative industries average, Software
 Development & Interactive Content could be seen as a more agile industry. The sector –
 which includes computer design services; software publishing; and internet publishing and
 broadcasting has experienced per annum growth in business numbers since 2008 of
 3.3%.









Creative Industries Innovation Centre

 Internet publishing and broadcasting is the fastest growing segment of the Software Development & Interactive sector.

Valuing Australia's Creative Industries also offers insight into the performance of Australian Software Design & Interactive Content businesses:

- 35.7% of businesses turn over less than \$50,000 per annum
- 36.6% turn over between \$50,000 and \$200,000 per annum
- 24% turn over between \$200,000 and \$2 million
- 3.6% turn over more than \$2 million per annum

For more information, click here and here.

Media contact: Barbara Messer, 0403 930 445

contact@creativeinnovation.net.au







