

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 Writing, Publishing & Print Media sector.

- According to the report, there were 55,645 people in the Writing, Publishing & Print Media workforce – which includes newspaper, magazine and book publishing – in 2011.
- Almost 62% of its workforce are support workers – the highest proportion of support workers amongst all creative sectors.
- There were 3,450 registered businesses in this sector in 2011.
- The average weekly earnings of specialists working within Writing, Publishing and Print Media is \$902, while the average weekly earnings of Writing, Publishing and Print Media professionals embedded within non-creative industries is \$1,136. Only 12% of Writing, Publishing & Print Media professionals earn more than \$2,000 per week.
- Writing, Publishing & Print Media is the only creative industry sector with falling direct employment numbers and a declining share of national employment.
- Writing, Publishing & Print Media professionals are increasingly sought after by non-creative industry employers: there are around 6,000 “embedded” professionals working outside the creative industries in sectors such as finance.

*Valuing Australia's Creative Industries* also offers insight into the performance of Australian Writing, Publishing & Print Media businesses:



\_\_\_\_\_

[contact@creativeinnovation.net.au](mailto:contact@creativeinnovation.net.au)

