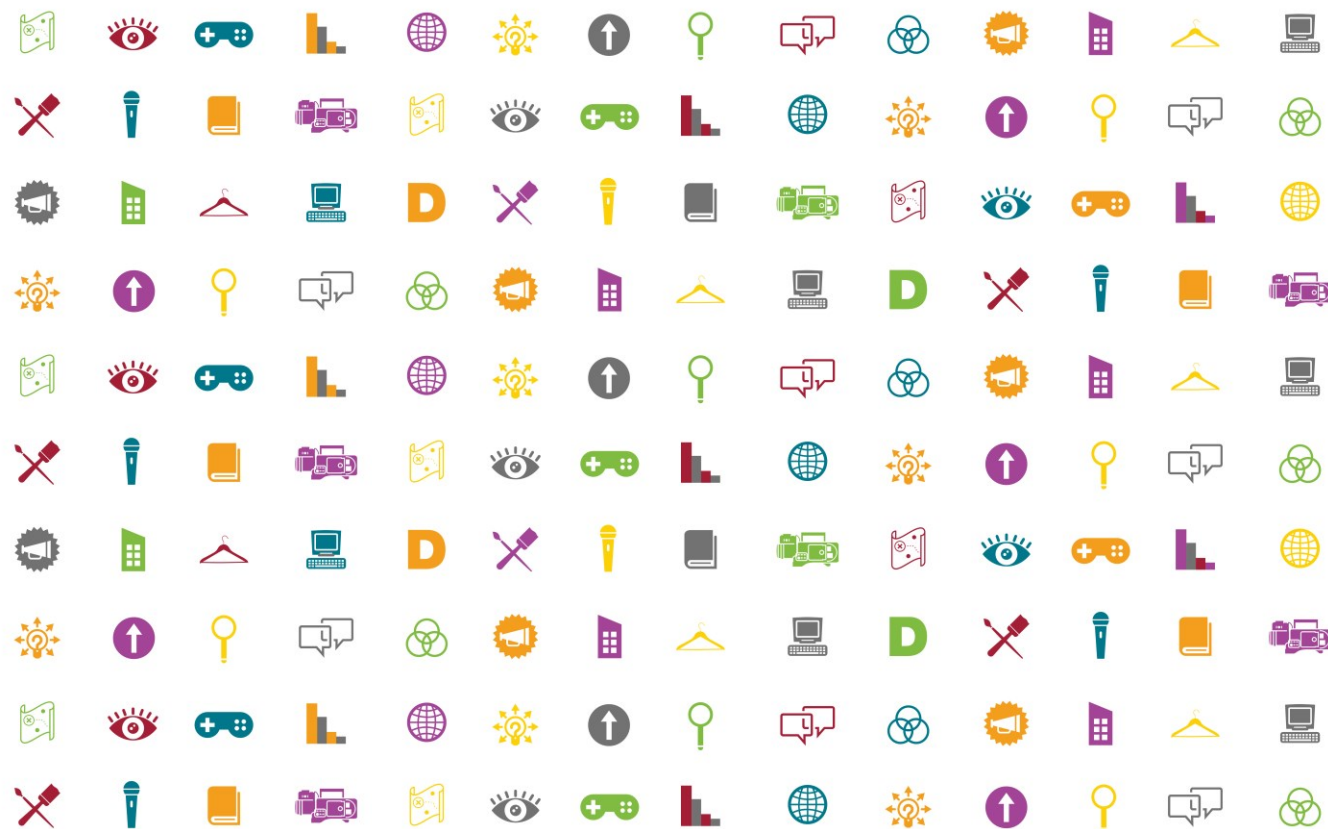
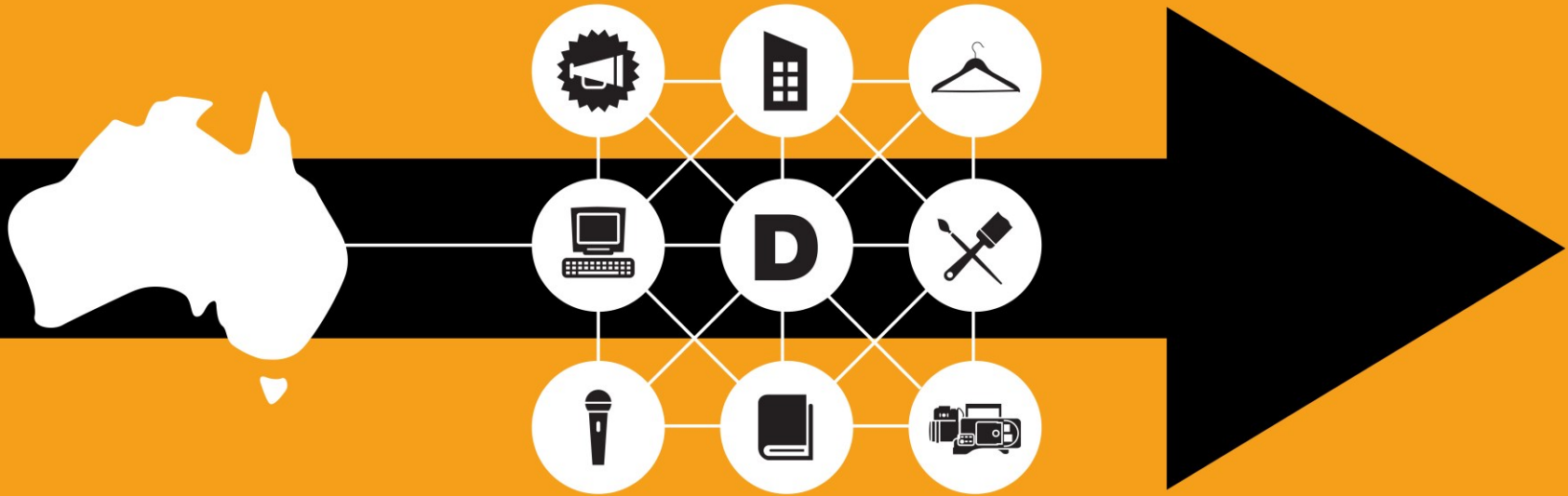


Creative Industries
Innovation Centre
December 2013



CREATIVE INDUSTRIES IN THE AUSTRALIAN ECONOMY



\$90.19bn

total revenue from the
creative industries annually

\$3.2bn

total export from the
creative industries annually

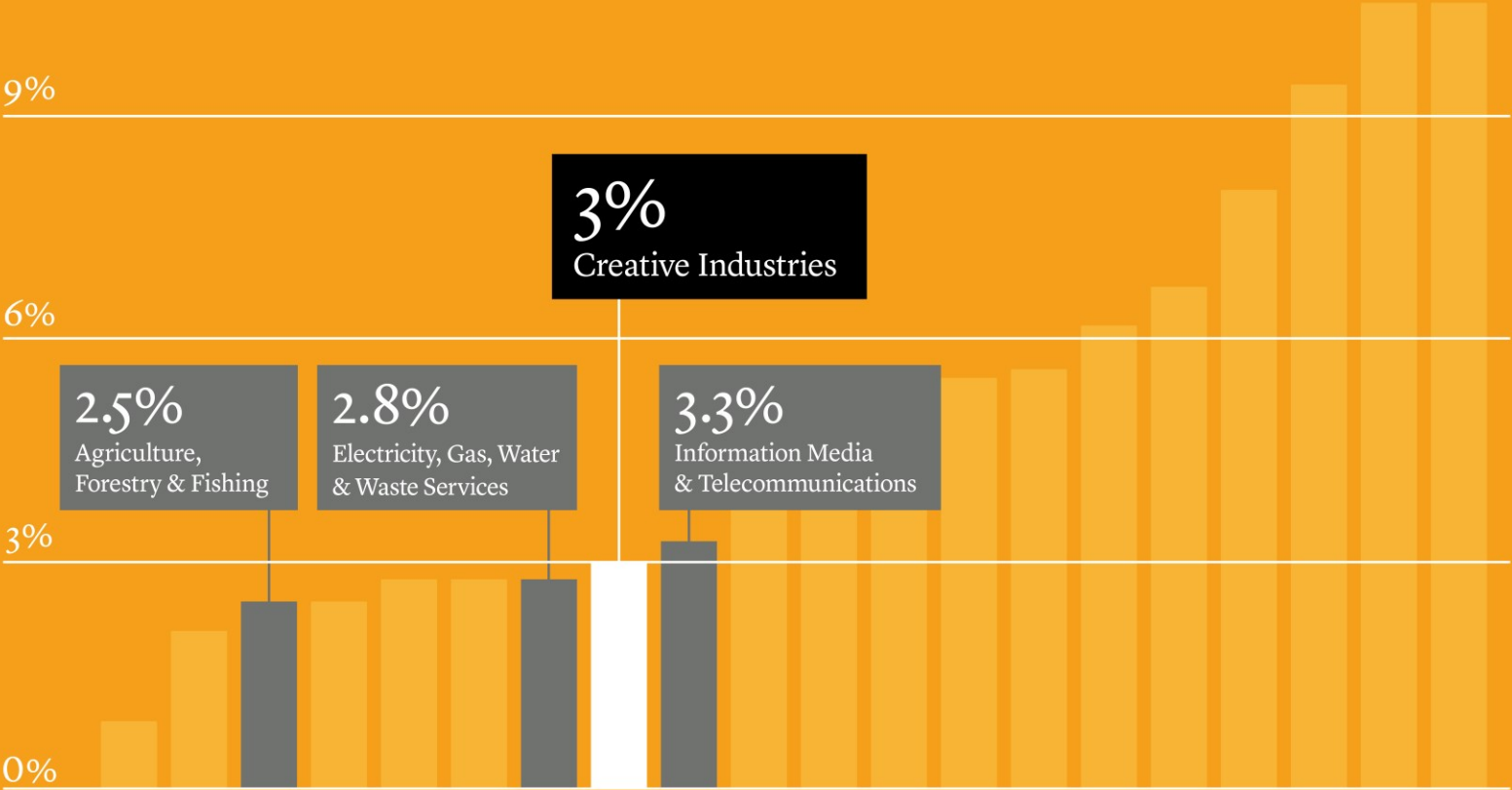
122,564

registered businesses
(2011)

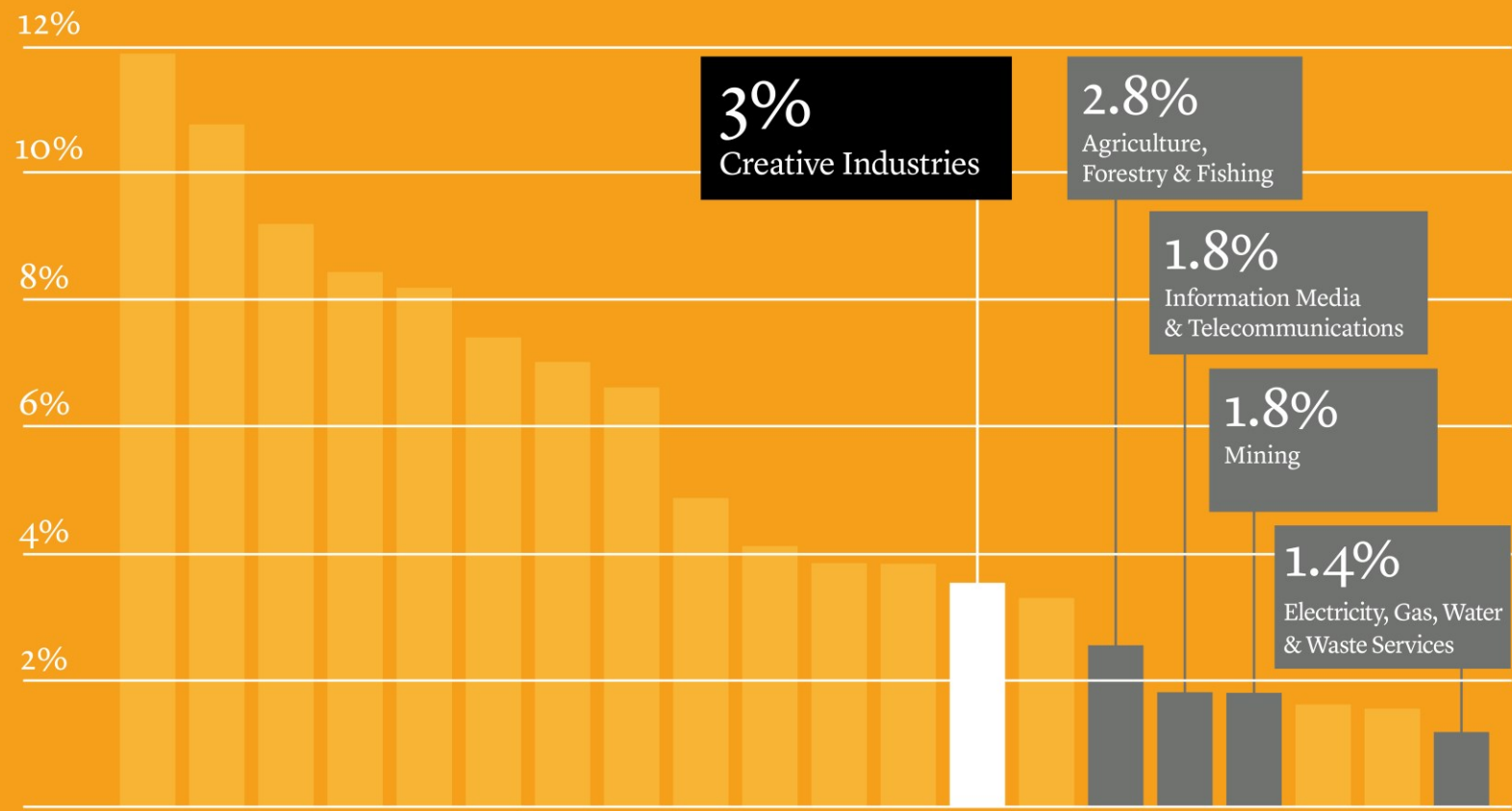
611,307

total creative workforce (2011)
a 19% increase since 2006

THE CREATIVE INDUSTRIES GDP SHARE



INDUSTRY SHARE OF EMPLOYMENT (2011)



TOTAL CREATIVE WORKFORCE



6.2%

OF TOTAL AUSTRALIAN EMPLOYMENT



EMBEDDED CREATIVES

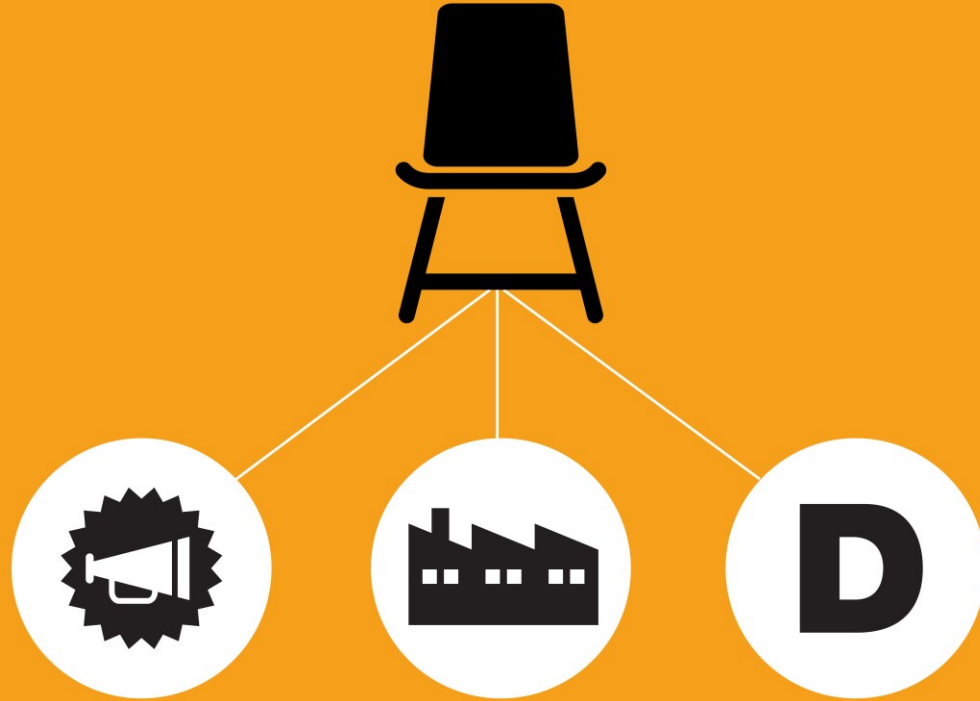


SPECIALIST CREATIVES



SUPPORT WORKERS





“

As a society we've had 100s of years to work on managing industrial firms; we're just beginning to learn how to run creative firms, which is quite different. Industrial firms thrive on reducing variation (manufacturing error), creative firms thrive on increasing variation (innovation).

Netflix CEO and founder
Reed Hastings



*Signature Prints Pty Ltd.
Photography: Andrew Cowen*

Wildwon.
Photography: Andrew Cowen





Blue Sky Design Group Pty Ltd.
Photography: Andrew Cowen

*Object Australian Design Centre.
Photography: Andrew Cowen*



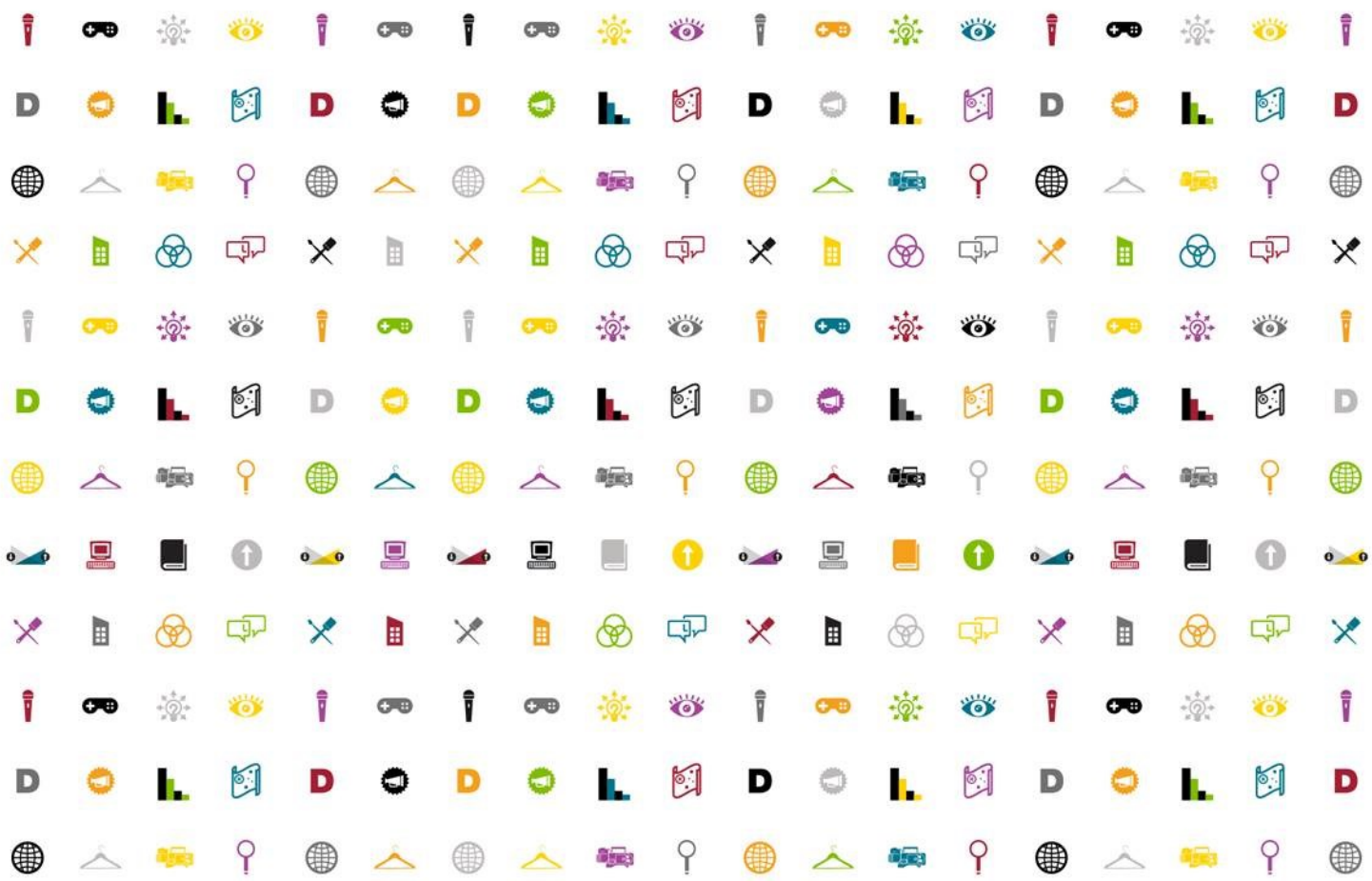
killanoodle.
Photography: Kristian Taylor-Wood



UPTAKE OF CREATIVE PROFESSIONALS



Supporting the business of creative enterprise



creativeinnovation.net.au

