$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

3% Creative Industries

2.5% Agriculture, Forestry & Fishing

2.8% Electricity, Gas, Water & Waste Services

3.3% Information Media & Telecommunications
INDUSTRY SHARE OF EMPLOYMENT (2011)

- 3% Creative Industries
- 2.8% Agriculture, Forestry & Fishing
- 1.8% Information Media & Telecommunications
- 1.8% Mining
- 1.4% Electricity, Gas, Water & Waste Services
TOTAL CREATIVE WORKFORCE

6.2% OF TOTAL AUSTRALIAN EMPLOYMENT
THE CREATIVE WORKFORCE

43% EMBEDDED CREATIVES

28% SPECIALIST CREATIVES

29% SUPPORT WORKERS
BOUNDARY CROSSING SKILLS
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
Mammoth Merchandise.
Photography: Andrew Cowen
killanoodle.
Photography: Kristian Taylor-Wood
Creative Industries Innovation Centre

Supporting the business of creative enterprise

creativeinnovation.net.au