Australian Government

Department of Infrastructure, Transport, Regional Development and Communications

Bureau of Communications and Arts Research

Cultural and creative activity in Australia 2008–09 to 2017–18

Explanatory Notes

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Contents

About this document

The Bureau of Communications and Arts Research (BCAR) within the Department of Infrastructure, Transport, Regional Development and Communications has estimated the economic contribution of cultural and creative activity in Australia over a 10-year period, from 2008–09 to 2017–18.

The explanatory notes provided in this document should be used in reference to the tables and figures shown in the BCAR visual summary document: Cultural and creative activity in Australia, 2008–09 to 2017–18.

Unless otherwise noted, the 10-year period refers to 2008–09 and 2017–18.

Further information on this research can be found in the BCAR working paper: Cultural and creative activity in Australia, 2008–09 to 2016–17.

Summary

Key findings

- Cultural and creative activity plays an important role in Australia's economy. This activity grew to $115.2 billion in 2017–18, an increase of $29.2 billion or 34.0 per cent over the last 10 years (Table 1).
- Cultural and creative activity, on a satellite accounts basis, consists of four components (Table 2):
    - Gross value added (GVA) from cultural and creative industries increased by $22.3 billion or 34.0 per cent, from $65.8 billion in 2008–09 to $88.1 billion in 2017–18. Net taxes on products attributable to cultural and creative industries increased over the period by 5.0 per cent or $248 million.
    - Compensation of employees (COE) received by individuals working in cultural and creative occupations that are outside industries identified as cultural and creative was $21.9 billion in 2017–18. This grew by $6.6 billion or 43.7 per cent over the period.
    - The value of volunteer services to arts and heritage organisations was $1.0 billion in 2017–18, $257 million more than in 2008–09.
    - Non-market output of market producers in cultural and creative industries was $91 million in 2017–18, an increase of $23 million compared to 2008–09.

- Related cultural and creative industries (known as 'domains') that contributed most to this activity in 2017–18 were design at $44.1 billion, fashion at $14.9 billion, and broadcasting, electronic or digital media, and film at $9.7 billion (Figure 2).
- While cultural and creative activity has grown in absolute terms, the increase was slightly slower than the pace of the Australian economy overall. As a share of gross domestic product (GDP), cultural and creative activity declined by 0.6 percentage points, from 6.9 per cent in 2008–09 to 6.3 per cent in 2017–18 (Figure 5).
- The decline as a share of GDP is mainly due to two factors. The Australian economy has been supported by activities relating to the mining sector, which falls almost entirely outside of cultural and creative activity. At the same time, some cultural and creative industries—such as printing and clothing manufacturing—have faced increased global competition and have needed to adjust to the shift towards digital content and automation (Figure 7).
- The publication identifies some components of cultural and creative activity that will be important drivers of economic activity. Cultural and creative activity in professional, scientific and technical services, and education and training have increased their share of GDP over the period compared with the rest of the economy (Figure 8).
- More information can be found in Appendix A – Detailed explanatory notes.

Deviations in cultural and creative activity estimates from the BCAR's working paper, 2008–09 to 2016–17

- The Australian System of National Accounts has been revised to incorporate the 2016–17 annual supply and use tables. The 2017–18 estimates contain revisions from the 2016–17 benchmarks, new data and data confrontation to balance the accounts.
- As a result of these revisions, the BCAR's updated estimates of cultural and creative activity vary from those presented in the 2018 working paper.
- Cultural and creative activity estimates for 2016–17 have been revised down by $1.4 billion from $111.7 billion in last year's working paper to $110.3 billion in the updated estimates. This reduction has been driven mainly by the $1.5 billion decrease to cultural and creative activity in professional, scientific and technical services.

Revisions of cultural and creative activity Gross Value Added (GVA), by industry division, 2008–09 to 2016–17

Division Name	2008–09 $m	2009–10 $m	2010–11 $m	2011–12 $m	2012–13 $m	2013–14 $m	2014–15 $m	2015–16 $m	2016–17 $m
Manufacturing	0	-9	-9	-9	-7	-7	-10	13	42
Wholesale Trade	0	-6	-6	-6	-7	-7	-11	-25	123
Retail Trade	0	-16	-17	-18	-18	-19	-39	-183	-176
Information Media and Telecommunications	0	-25	-25	-26	-25	-24	-56	-81	-16
Rental, Hiring and Real Estate Services	0	0	0	0	0	0	0	-1	1
Professional, Scientific and Technical Services	0	-49	-52	-57	-58	-58	-32	27	-1,475
Education and Training	0	-1	-1	-2	-2	-2	-2	-5	-15
Arts and Recreation Services	0	-5	-5	-5	-6	-6	-2	-4	81
Total	**0**	**-111**	**-117**	**-124**	**-123**	**-122**	**-148**	**-259**	**-1,434**

Source: ABS cat. 5204, 5209; BCAR calculations

Appendix A — Detailed explanatory notes

Table/figure name	Explanatory notes
Table 1. Cultural and creative activity 2008–09 and 2017–18	› Cultural and creative activity in Australia grew to $115.2 billion in 2017–18, an increase of $29.2 billion or 34.0 per cent over the last 10 years. › As a share of GDP, cultural and creative activity declined by 0.6 percentage points, from 6.9 per cent in 2008–09 to 6.3 per cent in 2017–18. › Examining the breakdown of cultural and creative activity: » Cultural activity grew from $51.4 billion in 2008–09 to $65.3 billion in 2017–18, while its share of GDP declined from 4.1 per cent to 3.6 per cent over this period. » Creative activity increased from $75.2 billion in 2008–09 to $102.7 billion in 2017–18, while its share of GDP declined from 6.0 per cent to 5.6 per cent over this period.
Figure 1. Cultural and creative activity, 2017–18	› Cultural and creative activity can be measured separately or as both cultural and creative activity. › Cultural activity contributed $65.3 billion or 3.6 per cent to GDP in 2017–18, while creative activity contributed $102.7 billion or 5.6 per cent to GDP in 2017–18. » There is considerable overlap of industries and occupations common with these segments. Activity identified as both cultural and creative accounted for $52.8 billion or 2.9 per cent to GDP. This common activity is counted only once in the total for cultural and creative activity.
Figure 2. Cultural and creative industries, Gross Value Added (GVA) by domain 2017–18	› The value of cultural and creative activity in industries considered to be cultural or creative was $88.1 billion in 2017–18. The largest components were design at $44.1 billion, fashion at $14.9 billion, and broadcasting, electronic or digital media, and film at $9.7 billion.
Figure 3. Cultural and creative activity, 2008–09 to 2017–18	› Cultural and creative activity increased by $29.2 billion or 34.0 per cent from $86.0 billion in 2008–09 to $115.2 billion in 2017–18. This growth was driven mainly by an increase of $22.3 billion in GVA from cultural and creative industries — primarily from activities within professional, scientific and technical services.

Table/figure name	Explanatory notes
Table 2. Cultural and creative activity, share of GDP, 2008–09 to 2017–18	› Cultural and creative activity, on a satellite accounts basis, consists of four components: » Gross value added (GVA) from cultural and creative industries increased by $22.3 billion or 34.0 per cent, from $65.8 billion in 2008–09 to $88.1 billion in 2017–18. Net taxes on products attributable to cultural and creative industries increased over the period by 5.0 per cent or $248 million. » Compensation of employees (COE) received by individuals working in cultural and creative occupations that are outside industries identified as cultural and creative was $21.9 billion in 2017–18. This grew by $6.6 billion or 43.7 per cent over the period. » The value of volunteer services to arts and heritage organisations was $1.0 billion in 2017–18, $257 million more than in 2008–09. » Non-market output of market producers in cultural and creative industries was $91 million in 2017–18, an increase of $23 million compared to 2008–09.
Figure 4. Cultural and creative activity relative to nominal GDP	› While cultural and creative activity is growing in absolute terms, the increase is slightly slower than the pace of the Australian economy overall. The Australian economy has been supported by activities that are almost entirely outside cultural and creative activity, such as mining related activity over the period. › The dotted line at 100, represents the base year index of 2008–09. The area above the line represents growth whereas the area below the line represents a contraction since 2008–09. Similarly, the dashed line represents GDP growth for the entire Australian economy relative to the base year. › Cultural and creative activity grew faster than the overall economy in 2009–10 but then slowed after 2011–12. This slowdown reflects the contraction in manufacturing which is explored further in the working paper.
Figure 5. Cultural and creative activity, share of GDP, 2008–09 to 2017–18	› Cultural and creative activity as a share of GDP declined by 0.6 per cent over the period, from 6.9 per cent in 2008–09 to 6.3 per cent in 2017–18.
Table 3. Cultural and creative activity, GVA by industry division, 2008–09 to 2017–18	› Cultural and creative activity increased significantly in absolute terms within the industry division of professional, scientific and technical services with an increase of $17.7 billion or 65.6 per cent over the period; followed by retail trade at $3.8 billion or 39.0 per cent. › Cultural and creative activity within manufacturing was the only industry division to record an absolute decline in GVA over the period.

Table/figure name	Explanatory notes
Figure 6. GVA change by division, cultural and creative industries, 2008–09 to 2017–18	› See notes above.
Figure 7. GVA change of cultural and creative industries in manufacturing, 2008–09 to 2017–18	› Five out of six cultural and creative industries within the manufacturing industry division experienced a decline from 2008–09 to 2017–18. › Printing fell by $1.2 billion or 30.5 per cent, while clothing manufacturing fell by $761 million or 51.7 per cent over the period.
Figure 8. Industry division's GVA relative to GDP	› When each industry division's growth is compared with the pace of the economy as a whole, only two industry divisions outpaced the rest of the economy by the end of the 10-year period. › Cultural and creative activity in professional, scientific and technical services outpaced the economy by 18.9 percentage points and cultural and creative activity in education and training outpaced the economy by 16.6 percentage points in 2017–18. › The dotted line at 100, represents the base year index of 2008–09. As noted earlier, the area above the line represents growth whereas the area below the line represents a contraction since 2008–09. If an industry division grew but did not outpace the economy as a whole, as did five out of the eight industry divisions (see Figure 8 – right hand panel), then their growth would be between the base year line and the dashed nominal GDP line.
Table 4. Cultural activity, share of GDP, 2008–09 to 2017–18	› Cultural activity increased by $13.9 billion or 27.0 per cent from $51.4 billion in 2008–09 to $65.3 billion in 2017–18. » GVA for cultural industries increased by $7.6 billion or 21.5 per cent from $35.2 billion in 2008–09 to $42.8 billion in 2017–18. Net taxes on products attributable to cultural industries increased by $723 million or 16.0 per cent from 2008–09 to 2017–18. » COE received by individuals working in cultural occupations that are outside industries identified as cultural was $17.2 billion in 2017–18. This has grown by $5.6 billion over the period. » The value of volunteer services to arts and heritage organisations was $1.0 billion in 2017–18, $257 million more than in 2008–09. This value is identical to the total cultural and creative value of volunteer services due to the cultural and creative overlap of arts and heritage organisations. » Non-market output of market producers in cultural industries was $57 million in 2017–18, with an increase of $2 million compared to 2008–09.
Figure 9. GVA by domain, cultural industries, 2017–18 ($m)	› Cultural activity represents a smaller share of total GVA compared to creative activity and primarily consists of design at $13.8 billion, broadcasting, electronic or digital media, and film at $9.7 billion, and literature and print media at $9.4 billion in 2017–18.

Table/figure name	Explanatory notes
Figure 10. Cultural activity, share of GDP, 2008–09 to 2017–18	› Cultural activity, as a share of GDP, declined by 0.6 per cent, from 4.1 per cent in 2008–09 to 3.6 per cent in 2017–18.
Table 5. Creative activity, share of GDP, 2008–09 to 2017–18	› Creative activity increased by $27.4 billion or 36.5 per cent from $75.2 billion in 2008–09 to $102.7 billion in 2017–18. » GVA for creative industries increased by $22.0 billion or 38.0 per cent from $57.9 billion in 2008–09 to $79.9 billion in 2017–18. Net taxes on products attributable to creative industries increased by $152 million or 3.4 per cent from 2008–09 to 2017–18. » COE received by individuals working in creative occupations that are outside industries identified as creative was $18.1 billion in 2017–18. This has grown by 41.2 per cent during the period. » The value of volunteer services to arts and heritage organisations was $1.0 billion in 2017–18, $257 million more than $756 million in 2008–09. This value is identical to the total cultural and creative value of volunteer services due to the cultural and creative overlap of arts and heritage organisations. » Non-market output of market producers in the creative industries was $58 million in 2017–18, with an increase of $3 million compared to 2008–09.
Figure 11. GVA by domain, creative industries, 2017–18 ($m)	› Creative activity represents a larger share of total GVA compared to cultural activity and displays a very similar structure to the overall combination of creative and cultural activity, being dominated by design at $44.1 billion, fashion at $14.9 billion, and broadcasting, electronic or digital media, and film at $9.5 billion in 2017–18.
Figure 12. Creative activity, share of GDP, 2008–09 to 2017–18	› Creative activity as a share of GDP declined by 0.4 per cent, from 6.0 percent in 2008–09 to 5.6 per cent in 2017–18.
Figure 13. Contribution of cultural and creative activity, GVA (by domain), net taxes on products and COE in other industries, 2008–09 and 2017–18	› Cultural and creative activity can be also analysed by domains which are grouped in terms of related industries. › The largest contribution to cultural and creative activity was design. This domain increased by 7.3 percentage points as a share of total activity, from 31.0 per cent in 2008–09 to 38.3 per cent in 2017–18. Fashion, the second largest domain as a share of cultural and creative activity declined by 0.9 percentage points, from 13.8 per cent in 2008–09 to 12.9 per cent in 2017–18. The share of broadcasting, electronic or digital media, and film has remained relatively flat, moving from 8.5 per cent in 2008–09 to 8.4 per cent in 2017–18. Literature and print media, the second largest domain in 2008–09 at 14.9 per cent dropped to 8.3 per cent and became the fourth largest domain of cultural and creative activity in 2017–18. › These four domains, in total, contributed 67.9 per cent of cultural and creative activity. All other domains had a much smaller impact at 8.6 per cent in 2017–18. The remaining 23.5 per cent was made up of income received from creative and cultural workers in other industries (Imputed COE) and net taxes on products.

Table/figure name	Explanatory notes
Figure 14. Nominal GVA growth by domain, cultural and creative industries, 2008–09 to 2017–18	› Eleven of the twelve domains experienced growth from 2008–09 to 2017–18. Design had the strongest growth of 65.5 per cent or $17.5 billion. The only domain to decline in absolute terms was literature and print media which decreased by 25.1 per cent or $3.2 billion.
Figure 15. Domain's GVA relative to GDP	› Literature and print media contracted over the period; most cultural and creative domains grew, but did not keep pace with the economy as a whole; and design as well as supporting activities, outpaced the economy.
Table 6. Cultural and creative activity in museums, 2008–09 to 2017–18	› GVA of cultural and creative activity in museums increased by $187 million or 37.2 per cent from 2008–09 to 2017–18. As a share of GDP, it has remained relatively flat over the period.
Figure 16. GVA, cultural and creative activity in museums, 2008–09 to 2017–18	› See notes above.
Table 7. Cultural and creative activity in environmental heritage, 2008–09 to 2017–18	› GVA of cultural and creative activity in environmental heritage increased by $365 million or 37.2 per cent from 2008–09 to 2017–18. As a share of GDP, it has remained relatively flat over the period but has declined slightly in recent years.
Figure 17. GVA, cultural and creative activity in environmental heritage, 2008–09 to 2017–18	› See notes above.
Table 8. Cultural and creative activity in libraries and archives, 2008–09 to 2017–18	› GVA of cultural and creative activity in libraries and archives has increased by $247 million or 33.3 per cent from 2008–09 to 2017–18. However, as a share of GDP, it has remained relatively flat over the period but has declined slightly in recent years.
Figure 18. GVA, cultural and creative activity in libraries and archives, 2008–09 to 2017–18	› See notes above.
Table 9. Cultural and creative activity in literature and print media, 2008–09 to 2017–18	› GVA of cultural and creative activity in literature and print media has declined by $3.2 billion or 25.1 per cent from 2008–09 to 2017–18. As share of GDP, literature and print media has approximately halved during this period, from 1.0 per cent in 2008–09 to 0.5 per cent in 2017–18.
Figure 19. GVA, cultural and creative activity in literature and print media, 2008–09 to 2017–18	› See notes above.
Table 10. Cultural activity in literature and print media, 2008–09 to 2017–18	› Literature and print media is a domain that has different outcomes for the segments of cultural activity and creative activity. Each segment shows a similar decline to cultural and creative activity in literature and print media. The outcomes for cultural activity during the period from 2008–09 to 2016–17 are presented in Table 10 and creative activity in Table 11.
Table 11. Creative activity in literature and print media, 2008–09 to 2017–18	› See notes above.

Table/figure name	Explanatory notes
Table 12. Cultural and creative activity in performing arts, 2008–09 to 2017–18	› GVA of cultural and creative activity in performing arts has experienced growth of $500 million or 37.2 per cent from 2008–09 to 2017–18. As a share of GDP, it has fallen slightly over the period.
Figure 20. GVA, cultural and creative activity in performing arts, 2008–09 to 2017–18	› See notes above.
Table 13. Cultural and creative activity in design, 2008–09 to 2017–18	› GVA of cultural and creative activity in design has experienced significant growth of $17.5 billion or 65.5 per cent from 2008–09 to 2017–18. As a share of GDP, it has increased over the period.
Figure 21. GVA, cultural and creative activity in design, 2008–09 to 2017–18	› See notes above.
Table 14. Cultural activity in design, 2008–09 to 2017–18	› Cultural activity in design, increased from $8.2 billion in 2008–09 to $13.8 billion in 2017–18.
Table 15. Cultural and creative activity in broadcasting, electronic or digital media, and film, 2008–09 to 2017–18	› GVA of cultural and creative activity in broadcasting, electronic or digital media, and film has increased by $2.3 billion or 31.6 per cent from 2008–09 to 2017–18. While this domain has increased in absolute terms, it has remained relatively flat as a share of GDP over the period but has declined slightly in recent years.
Figure 22. GVA, cultural and creative activity in broadcasting, electronic or digital media, and film, 2008–09 to 2017–18	› See notes above.
Table 16. Creative activity in broadcasting, electronic or digital media, and film, 2008–09 to 2017–18	› Creative activity in broadcasting, electronic or digital media, and film, increased from $7.2 billion in 2008–09 to $9.5 billion in 2017–18.
Table 17. Cultural and creative activity in music composition and publishing, 2008–09 to 2017–18	› GVA of cultural and creative activity in music composition and publishing increased by $42 million or 40.3 per cent from 2008–09 to 2017–18. This domain has remained relatively flat as a share of GDP.
Figure 23. GVA, cultural and creative activity in music composition and publishing, 2008–09 to 2017–18	› See notes above.
Table 18. Cultural and creative activity in visual arts and crafts, 2008–09 to 2017–18	› GVA of cultural and creative activity in visual arts and crafts has experienced growth of $757 million or 41.5 per cent from 2008–09 to 2017–18. While this domain has increased in absolute terms, it has remained relatively flat as a share of GDP over the period.
Figure 24. GVA, cultural and creative activity in visual arts and crafts, 2008–09 to 2017–18	› See notes above.
Table 19. Cultural and creative activity in fashion, 2008–09 to 2017–18	› GVA of cultural and creative activity in fashion has increased by $3.0 billion or 25.4 per cent from 2008–09 to 2017–18. As a share of GDP, this domain has fallen by 0.14 percentage points over the period, from 0.95 per cent in 2008–09 to 0.81 per cent in 2017–18.

Table/figure name	Explanatory notes
Figure 25. GVA, cultural and creative activity in fashion, 2008–09 to 2017–18	› See notes above.
Table 20. Cultural and creative activity in other culture and goods manufacturing and sales, 2008–09 to 2017–18	› GVA of cultural and creative activity in other culture and goods manufacturing has increased by $154 million or 17.3 per cent from 2008–09 to 2017–18. As a share of GDP, it has declined slightly over the period.
Figure 26. GVA, cultural and creative activity in other culture and goods manufacturing and sales, 2008–09 to 2017–18	› See notes above.
Table 21. Cultural and creative activity in supporting activities, 2008–09 to 2017–18	› GVA for supporting activities increased by $494 million or 63.4 per cent from 2008–09 to 2017–18. As a share of GDP, it has remained relatively flat over the period.
Figure 27. GVA, cultural and creative activity in supporting activities, 2008–09 to 2017–18	› See notes above.