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Department of Infrastructure, Transport,
Regional Development, Communications and the Arts



Bureau of Communications,
Arts and Regional Research

Cultural and creative activity in Australia 2010–11 to 2019–20

Visual summary

October 2022

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About this document

The Bureau of Communications, Arts and Regional Research (BCARR) within the Department of Infrastructure, Transport, Regional Development, Communications and the Arts has estimated the economic contribution of cultural and creative activity in Australia over a 10-year period, from 2010–11 to 2019–20.

This publication provides an update to BCARR's working paper: Cultural and creative activity in Australia, 2008–09 to 2016–17 released in October 2018 and the visual summaries for Cultural and creative activity in Australia, 2008–09 to 2017–18 released in October 2020, and Cultural and creative activity in Australia, 2009–10 to 2018–19.

The updated estimates are presented as a visual summary. Each table and figure corresponds to those used in BCARR's working paper.

This publication follows the same approach taken in the working paper.

Note that data is subject to revisions by the Australian Bureau of Statistics (ABS) national accounts and estimates in this release vary from those published previously.

Further information on these updates can be found in the FAQ: Cultural and creative activity in Australia, 2010–11 to 2019–20.

Table 1.

Cultural and creative activity 2010–11 and 2019–20

Gross Domestic Product—National Accounts Basis (\$m) ^(a)	2010–11	2019–20	10-year change	Growth in nominal activity
Cultural activity	56,194	64,948	8,754	15.6%
As a proportion of GDP (%)	4.0	3.3	-0.7	
Creative activity	84,912	109,836	24,924	29.4%
As a proportion of GDP (%)	6.0	5.6	-0.4	
Total for cultural and creative activity ^(b)	96,233	122,267	26,034	27.1%
As a proportion of GDP (%)	6.8	6.2	-0.6	

(a) (b) Activity considered both cultural and creative activity is counted only once in the total.

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 1.

Figure 1.

Cultural and creative activity, 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 1.

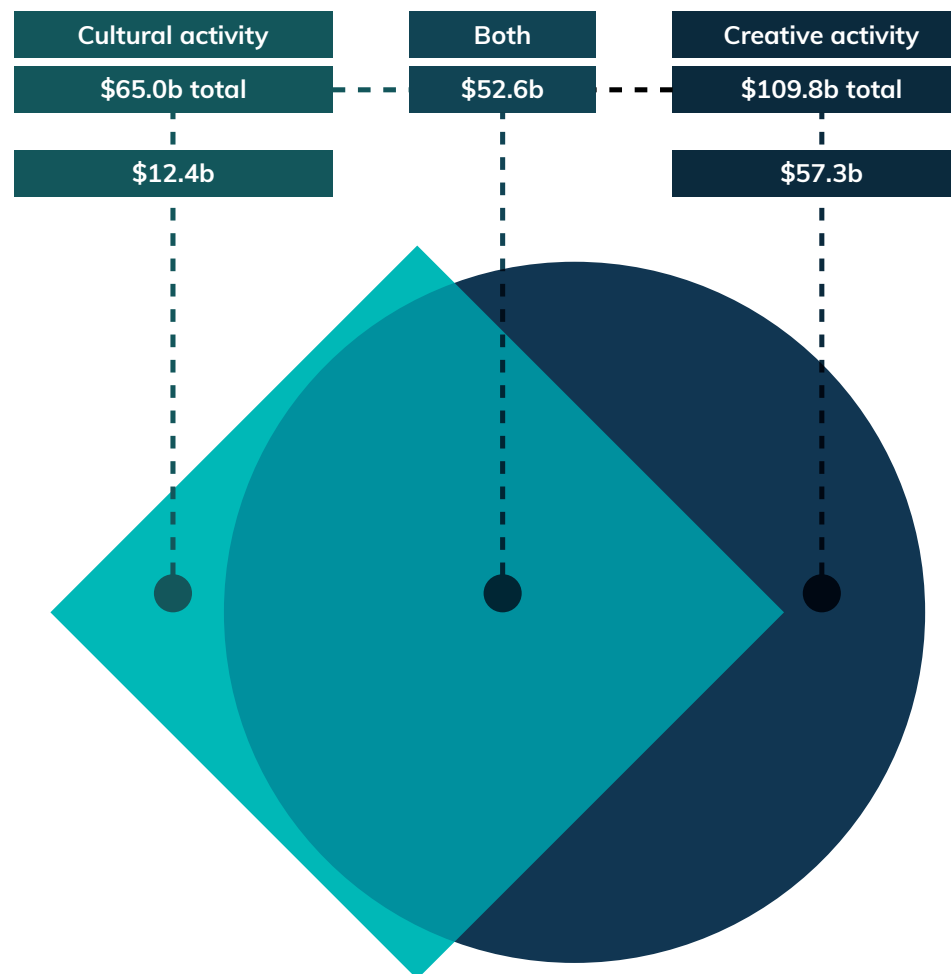


Figure 2.

Cultural and creative industries, Gross Value Added (GVA) by domain 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 2.

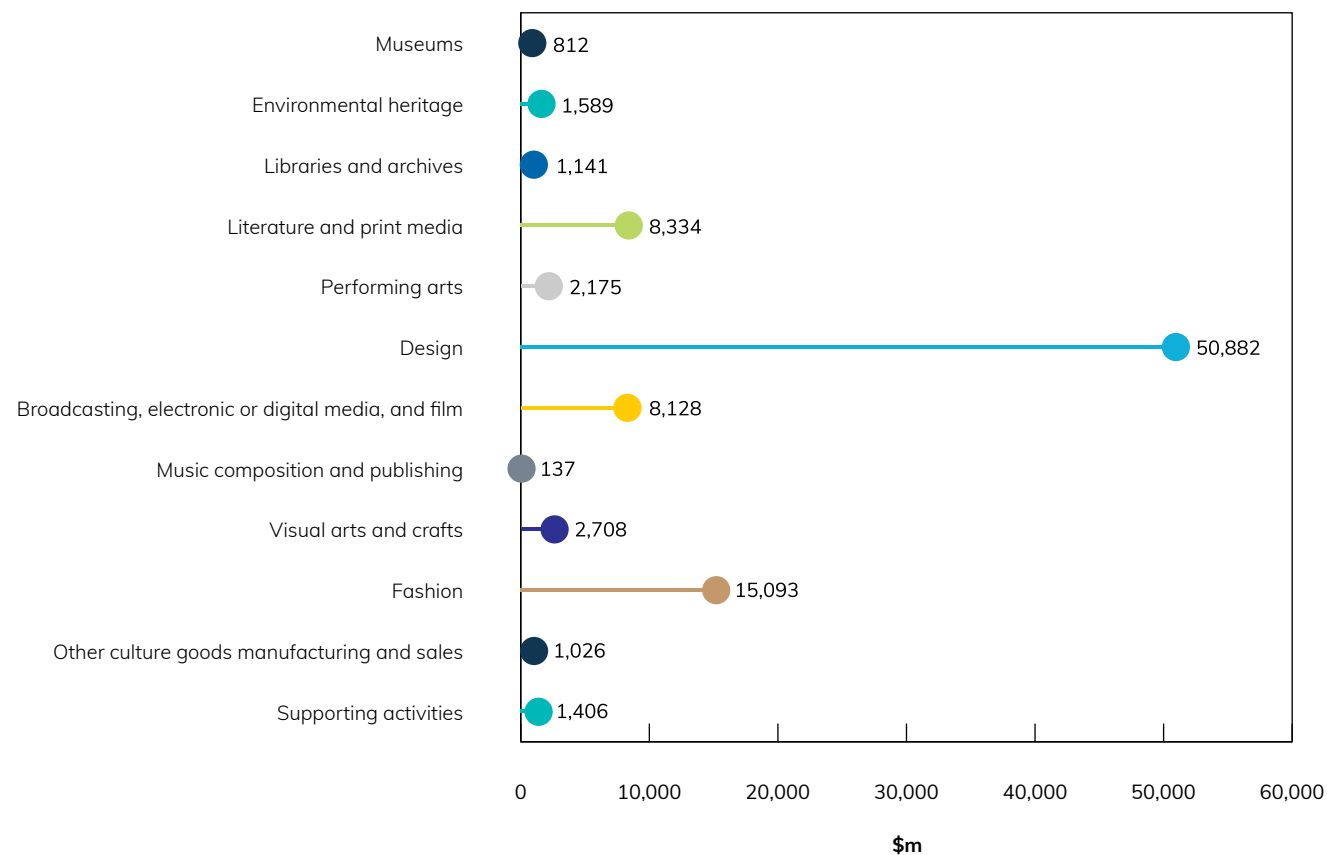


Figure 3.

Cultural and creative activity, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 3.

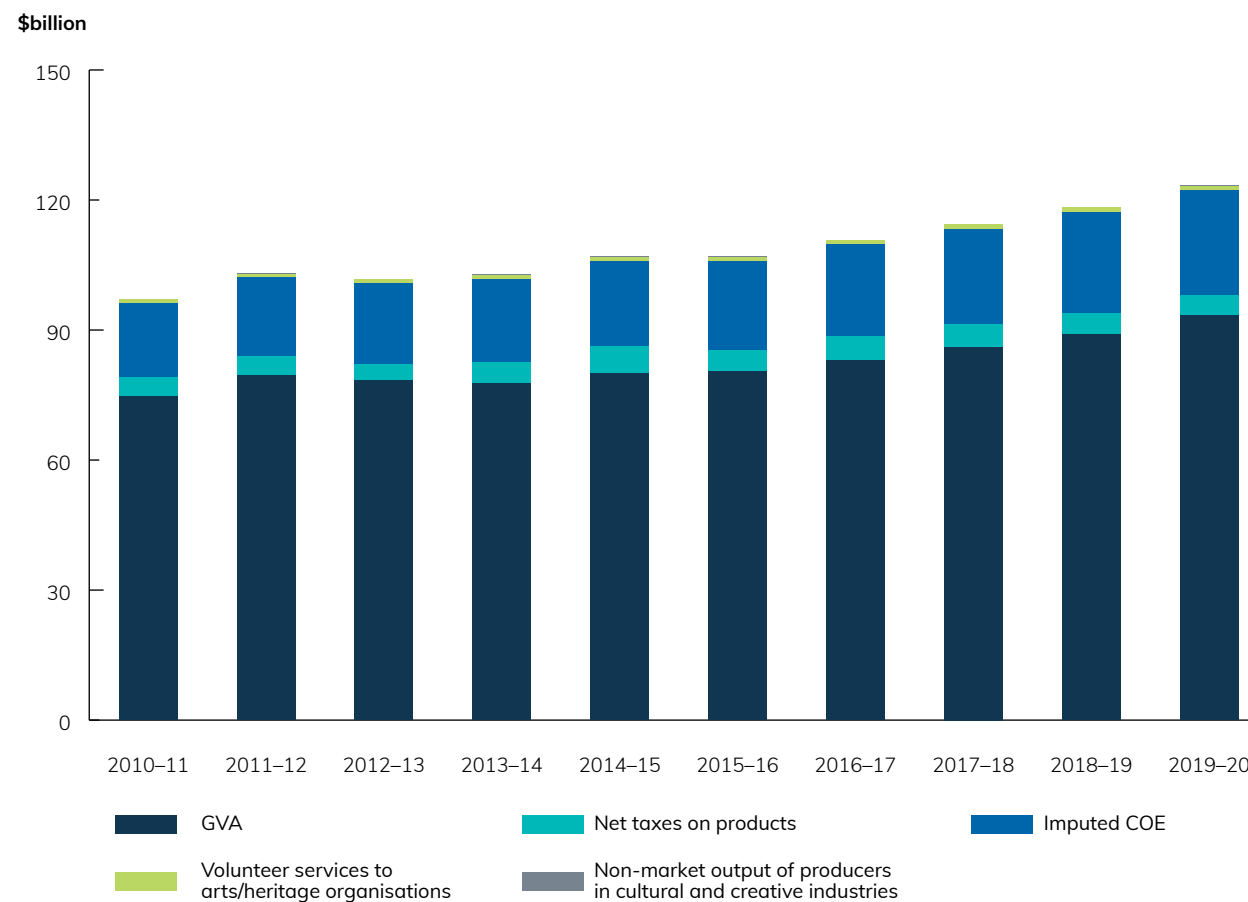


Table 2.

Cultural and creative activity, share of GDP, 2010–11 to 2019–20

Cultural and creative activity (C&C)	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
C&C activity GDP–national accounts basis	96,233	102,062	100,837	101,790	105,961	105,825	109,713	113,215	117,186	122,267
Gross value added of C&C industries	74,725	79,466	78,273	77,636	79,964	80,379	82,898	86,087	88,956	93,431
Net taxes on products of C&C industries	4,496	4,486	3,924	4,888	6,194	4,890	5,726	5,076	5,002	4,748
COE for C&C occupations in other industries ^(a)	17,013	18,110	18,640	19,266	19,803	20,556	21,090	22,052	23,229	24,088
C&C activity GDP–satellite account basis^(b)	97,157	103,042	101,805	102,766	106,975	106,839	110,764	114,300	118,309	123,439
C&C activity GDP–national accounts basis	96,233	102,062	100,837	101,790	105,961	105,825	109,713	113,215	117,186	122,267
Volunteer services to arts/heritage organisations	846	898	887	895	932	931	965	996	1,031	1,075
Non-market output of market producers in C&C industries	77	82	81	80	83	83	86	89	92	97
C&C activity GDP national accounts basis share of GDP (%)	6.8	6.9	6.6	6.4	6.6	6.4	6.3	6.2	6.1	6.2

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations.

(a) COE: Compensation of Employees.

(b) Satellite accounts basis refers to the activity included on a national accounts basis, plus volunteer services and non-market output of market producers in the cultural and creative industries.

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 2.

Figure 4.

Cultural and creative activity relative to nominal GDP

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 4.

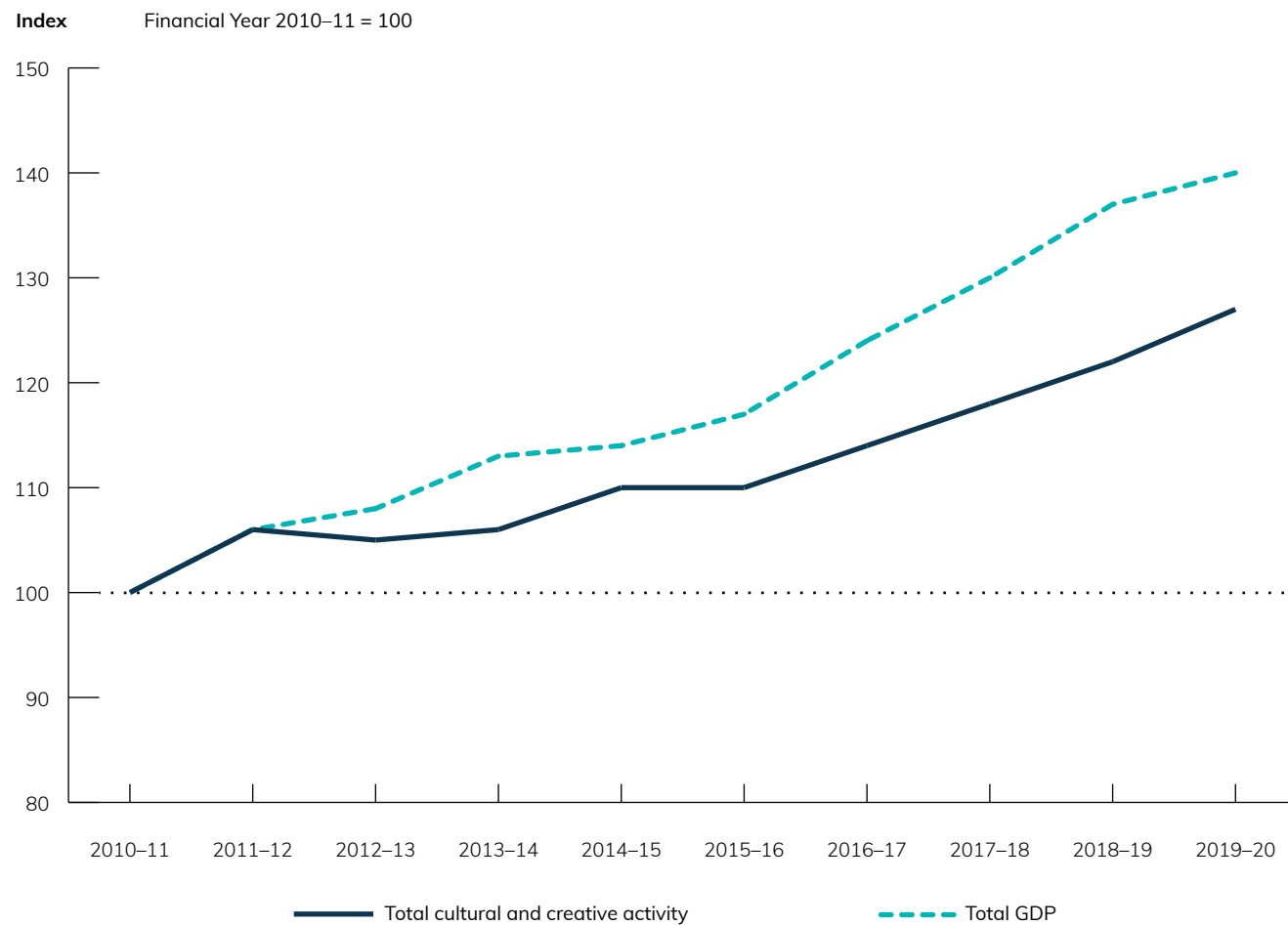


Figure 5.

Cultural and creative activity, share of GDP, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 5.

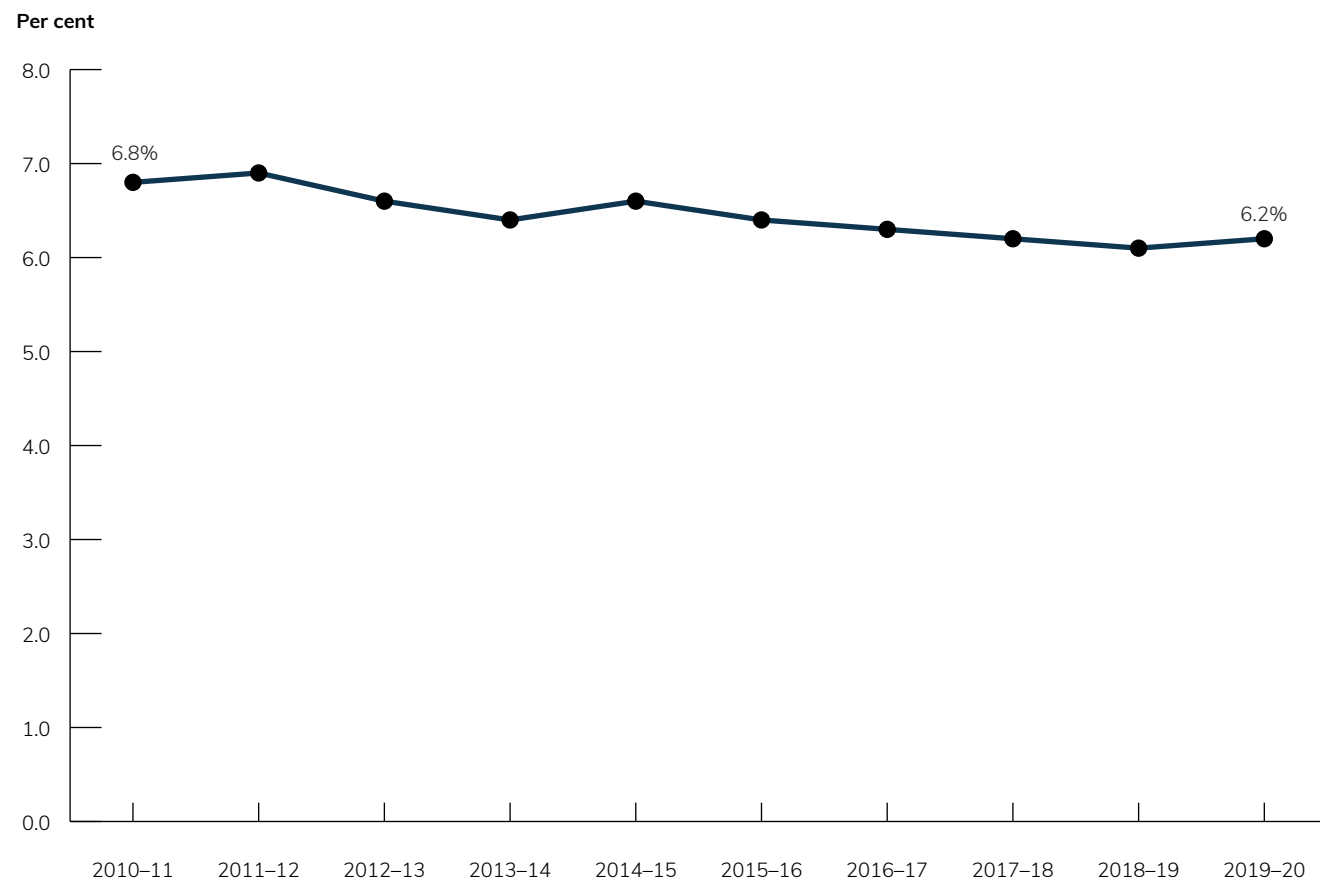


Table 3.

Cultural and creative activity, GVA by industry division, 2010–11 to 2019–20

Division name	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
↓ Manufacturing	5,872	5,943	4,606	4,207	4,265	3,932	4,017	3,753	3,693	3,343
↑ Wholesale Trade	3,935	4,142	4,275	4,252	4,258	4,382	4,530	4,599	4,696	4,900
↑ Retail Trade	10,742	11,546	11,782	11,829	12,020	12,430	12,717	12,965	13,376	13,814
↓ Information Media and Telecommunications	16,246	16,478	15,745	15,222	15,444	15,776	14,773	14,494	13,443	13,585
↑ Rental, Hiring and Real Estate Services	152	174	159	141	145	140	146	154	167	166
↑ Professional, Scientific and Technical Services	33,571	36,727	37,006	37,071	38,715	38,857	41,628	44,709	47,752	51,641
↑ Education and Training	933	984	1,032	1,083	1,126	1,175	1,216	1,271	1,339	1,406
↑ Arts and Recreation Services	3,274	3,472	3,668	3,831	3,991	3,687	3,870	4,143	4,491	4,576
Total	74,725	79,466	78,273	77,636	79,964	80,379	82,898	86,087	88,956	93,431

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 3.

Figure 6.

GVA change by division, cultural and creative industries, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 6.

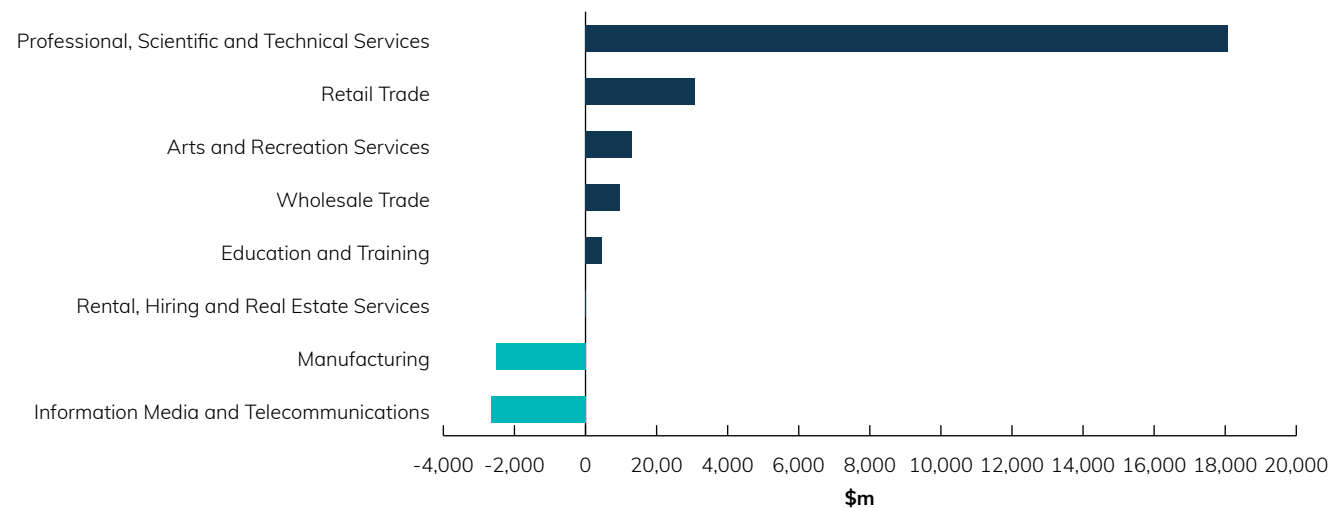


Figure 7.

GVA change of cultural and creative industries in manufacturing, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 7.

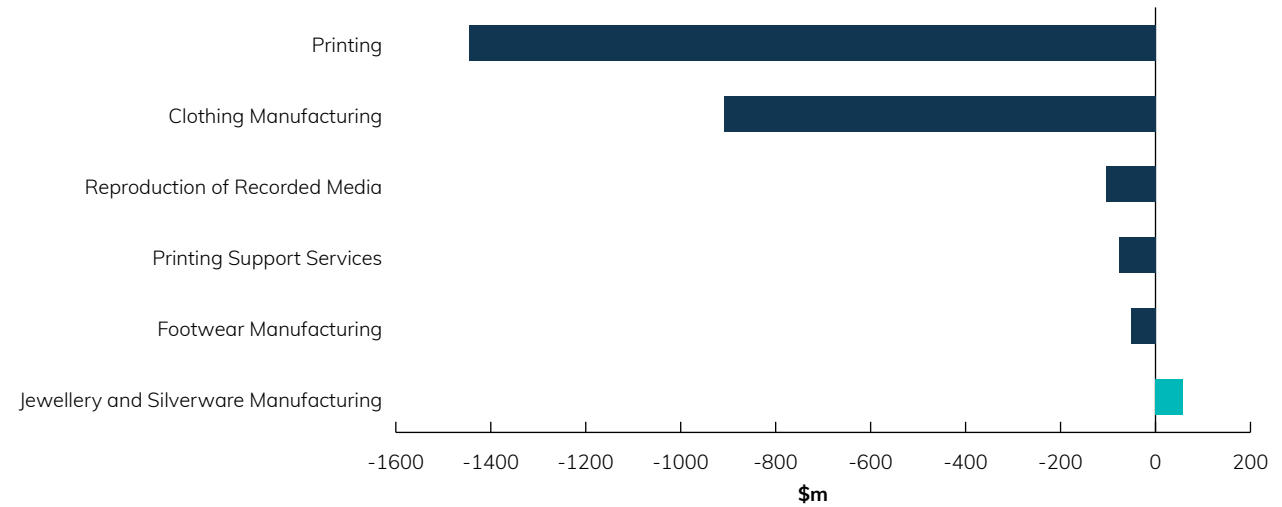


Figure 7a.

GVA change of cultural and creative industries in information media and telecommunications, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

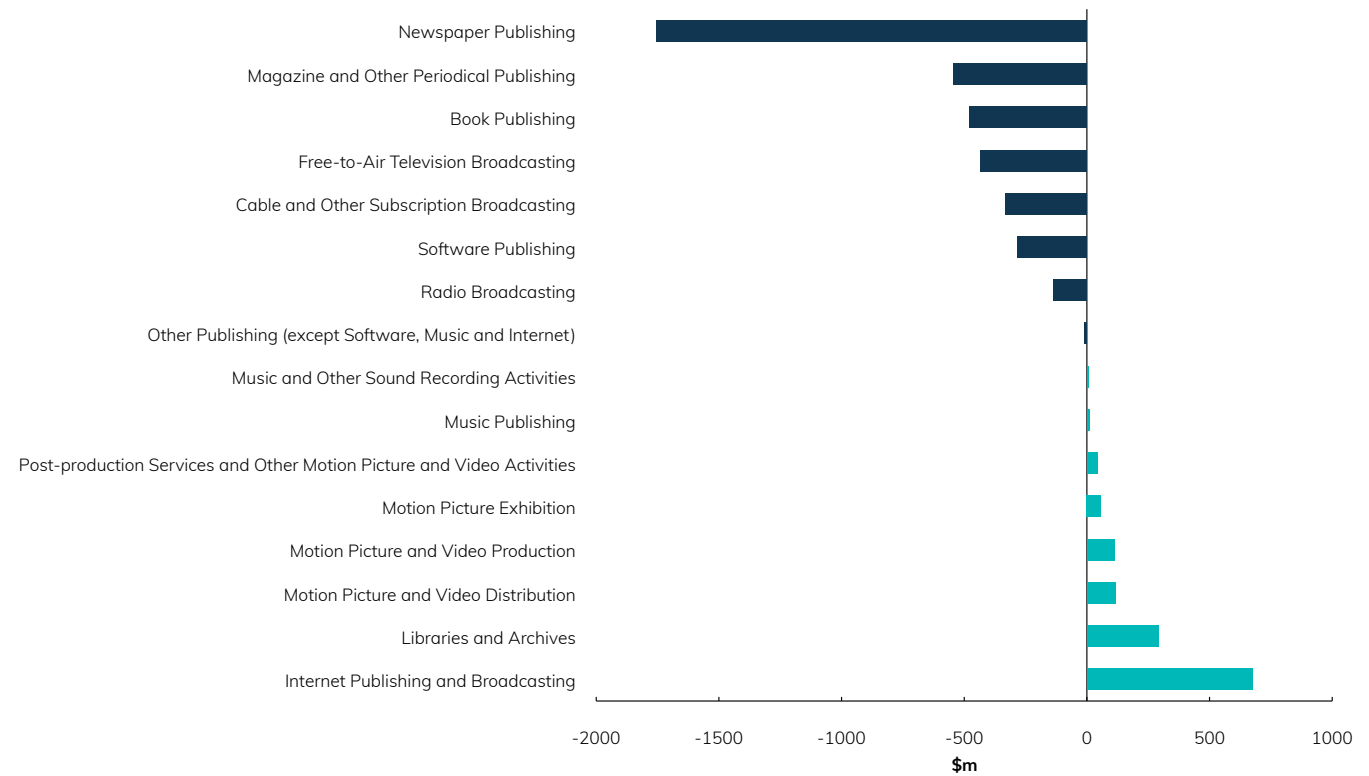


Figure 8.

GVA relative to GDP by industry division

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 8.

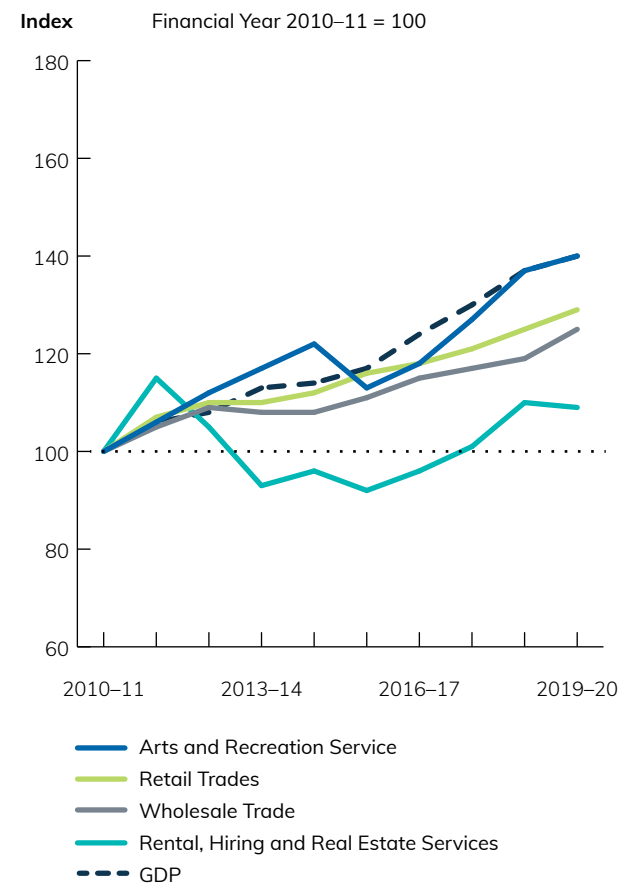
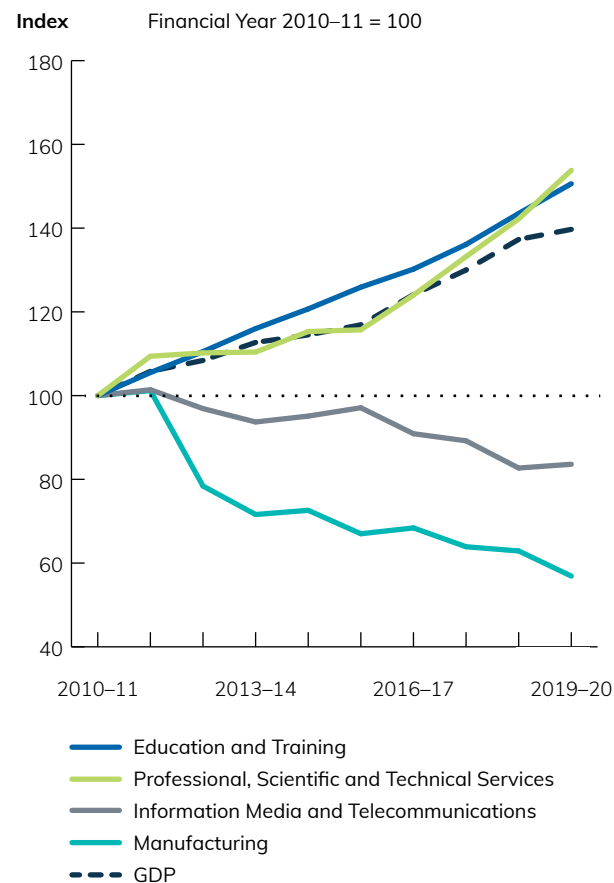


Table 4.
Cultural activity, share of GDP, 2010–11 to 2019–20

Cultural activity	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Cultural activity GDP–national accounts basis	56,194	58,801	58,873	59,702	61,325	61,337	62,770	63,965	63,504	64,948
Gross value added of cultural industries	38,213	39,962	40,059	39,376	40,081	40,193	40,756	41,481	41,732	42,679
Net taxes on products of cultural industries	4,567	4,557	4,097	5,122	5,630	4,927	5,360	5,072	3,443	3,238
COE for cultural occupations in other industries ^(a)	13,414	14,282	14,717	15,204	15,614	16,218	16,654	17,412	18,329	19,031
Cultural activity GDP–satellite account basis^(b)	57,097	59,756	59,815	60,652	62,313	62,323	63,790	65,016	64,590	66,079
Cultural activity GDP–national accounts basis	56,194	58,801	58,873	59,702	61,325	61,337	62,770	63,965	63,504	64,948
Volunteer services to arts/heritage organisations	846	898	887	895	932	931	965	996	1,031	1,075
Non-market output of market producers in cultural industries	57	58	55	54	56	55	56	56	55	56
Cultural activity GDP national accounts basis share of GDP (%)	4.0	3.9	3.9	3.8	3.8	3.7	3.6	3.5	3.3	3.3

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations.

(a) COE: Compensation of Employees.

(b) Satellite accounts basis refers to the activity included on a national accounts basis, plus volunteer services and non-market output of market producers in the cultural and creative industries.

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 4.

Figure 9.

GVA by domain, cultural industries, 2019–20 (\$m)

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 9.

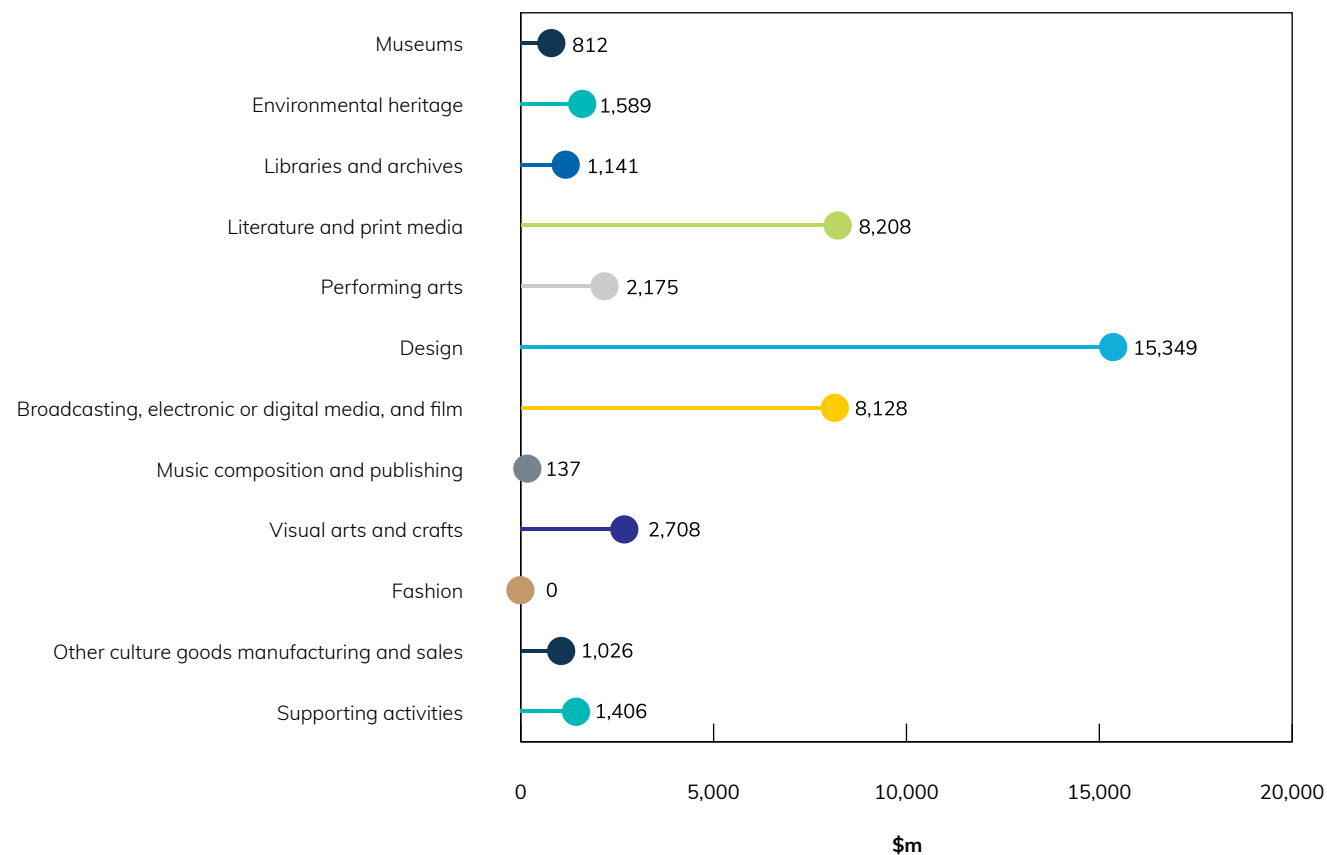


Figure 10.

Cultural activity, share of GDP, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: see Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 10.

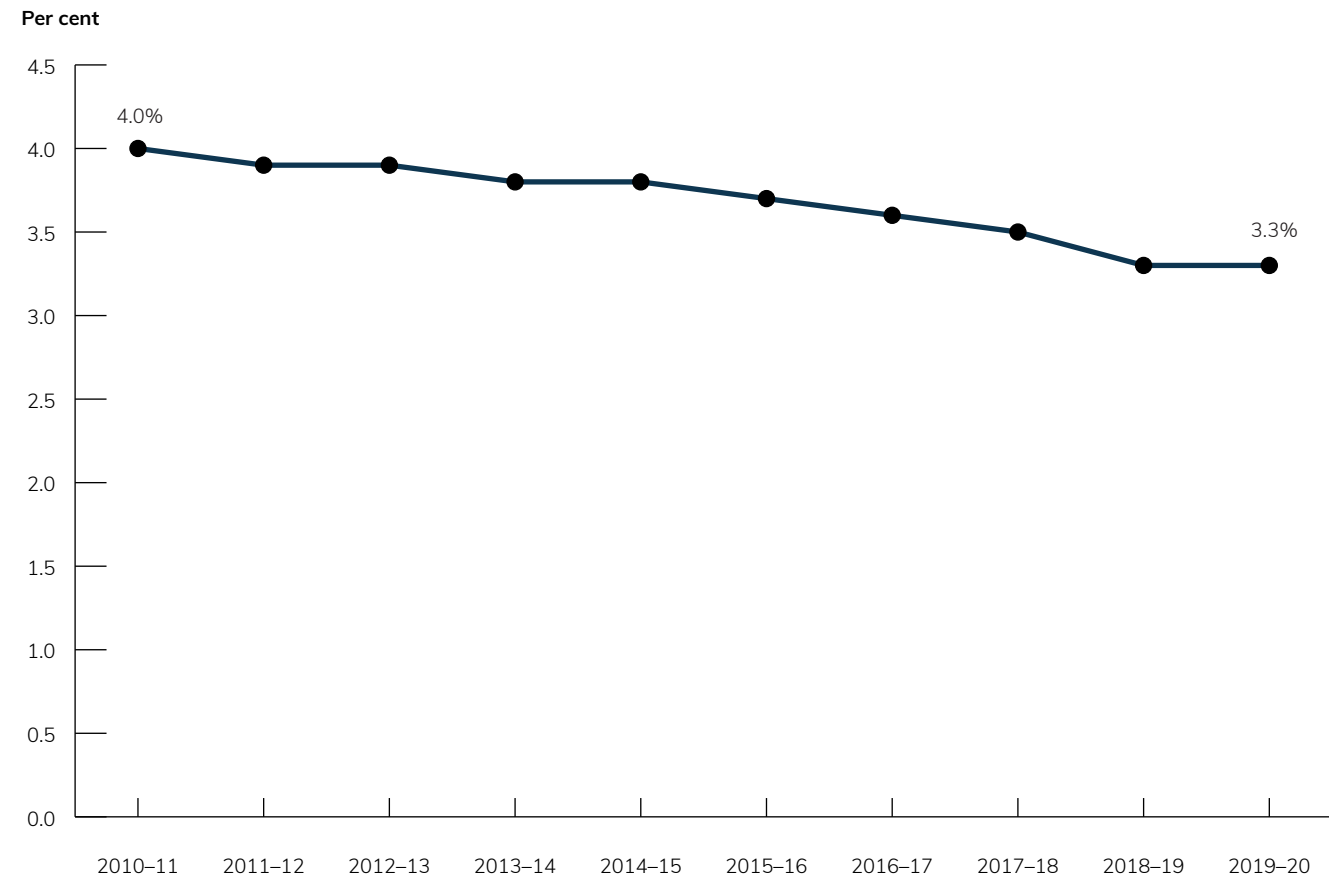


Table 5.

Creative activity, share of GDP, 2010–11 to 2019–20

Creative activity	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Creative activity GDP–national accounts basis	84,912	90,223	89,137	90,018	94,040	94,084	97,752	101,083	104,824	109,836
Gross value added of creative industries	66,620	71,030	70,107	69,642	71,828	72,681	74,985	78,173	80,805	85,365
Net taxes on products of creative industries	4,141	4,132	3,559	4,392	5,785	4,361	5,286	4,637	4,764	4,539
COE for creative occupations in other industries ^(a)	14,151	15,061	15,472	15,984	16,427	17,042	17,481	18,272	19,254	19,931
Creative activity GDP–satellite account basis^(b)	85,817	91,179	90,079	90,968	95,028	95,070	98,774	102,136	105,912	110,969
Creative activity GDP–national accounts basis	84,912	90,223	89,137	90,018	94,040	94,084	97,752	101,083	104,824	109,836
Volunteer services to arts/heritage organisations	846	898	887	895	932	931	965	996	1,031	1,075
Non-market output of market producers in creative industries	58	59	54	55	57	56	57	57	57	58
Creative activity GDP national accounts basis share of GDP (%)	6.0	6.1	5.8	5.7	5.8	5.7	5.6	5.5	5.4	5.6

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations.

(a) COE: Compensation of Employees.

(b) Satellite accounts basis refers to the activity included on a national accounts basis, plus volunteer services and non-market output of market producers in the cultural and creative industries.

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 5.

Figure 11.

GVA by domain, creative industries, 2019–20 (\$m)

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 11.

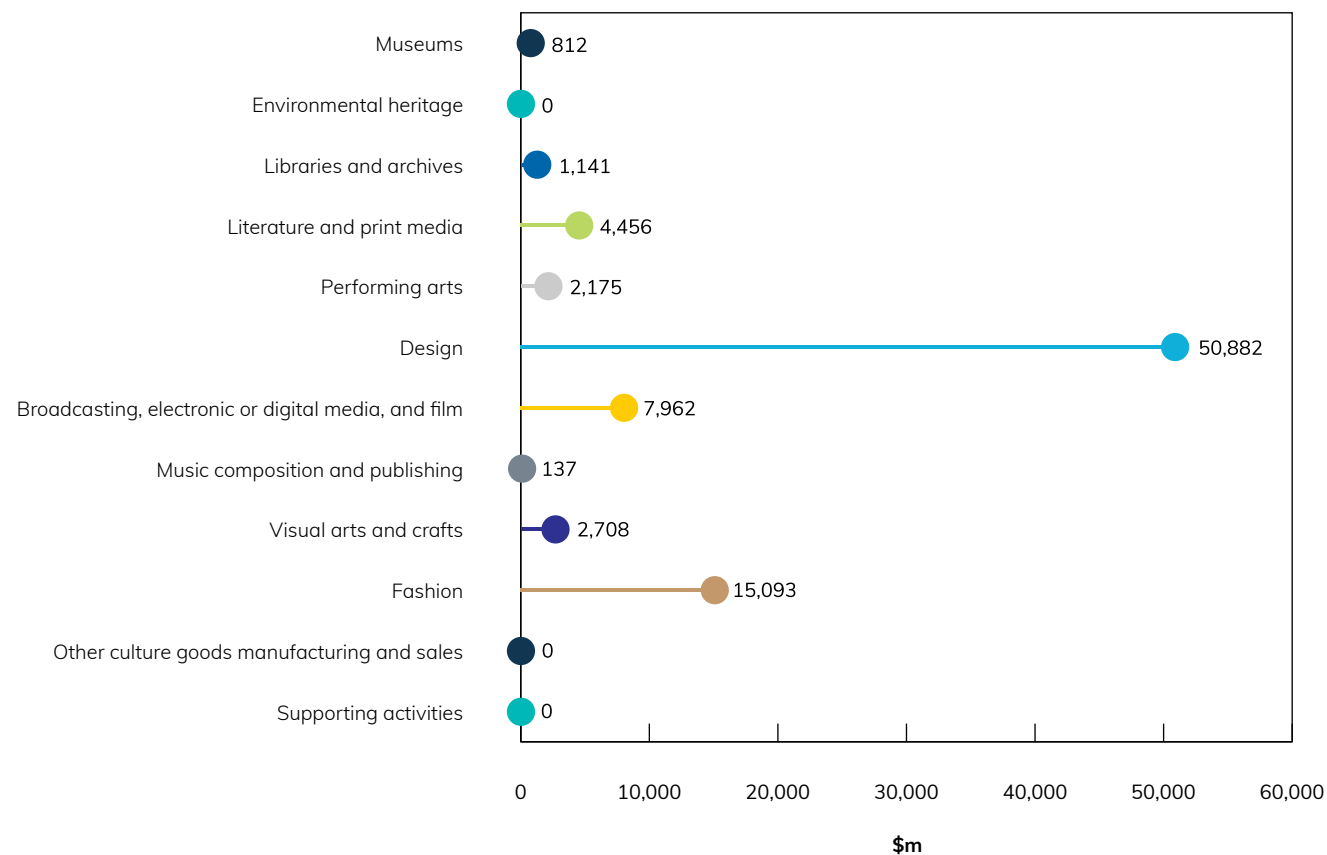


Figure 12.

Creative activity, share of GDP, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 12.

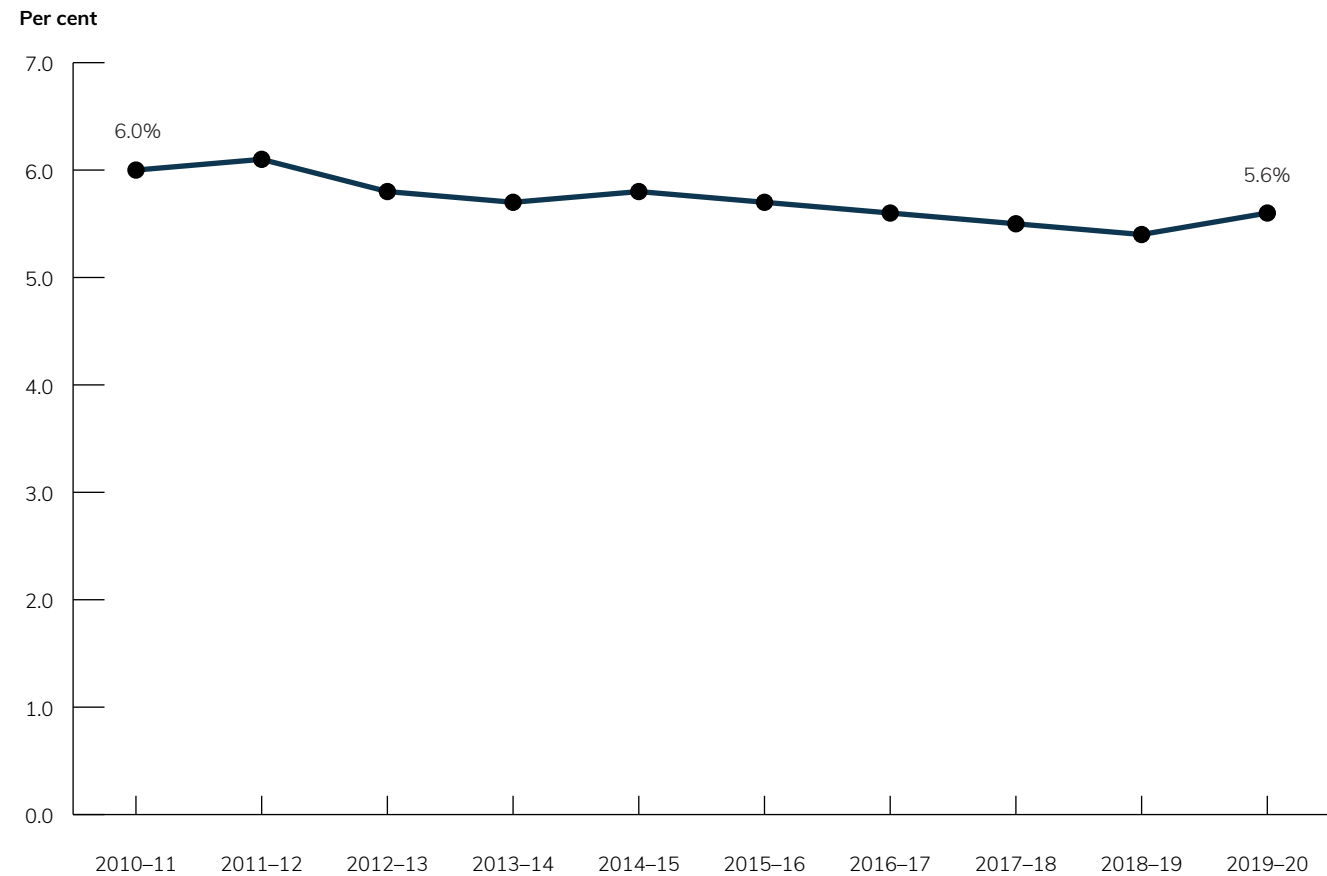


Figure 13.
Contribution of cultural and creative activity, GVA (by domain), net taxes on products, and COE in other industries, 2010–11 and 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 13.

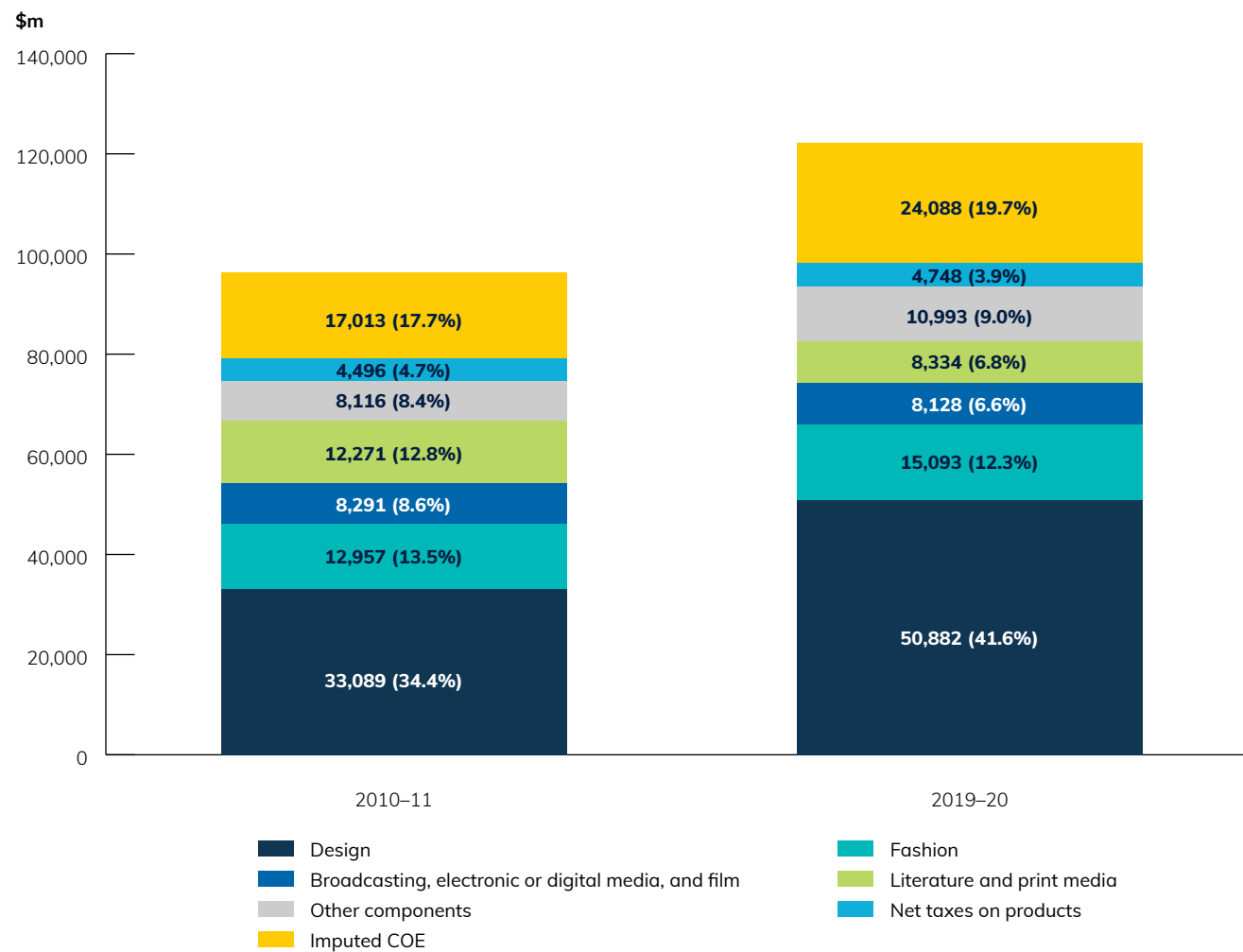


Figure 14.

Nominal GVA growth by domain, cultural and creative industries, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: see Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 14.

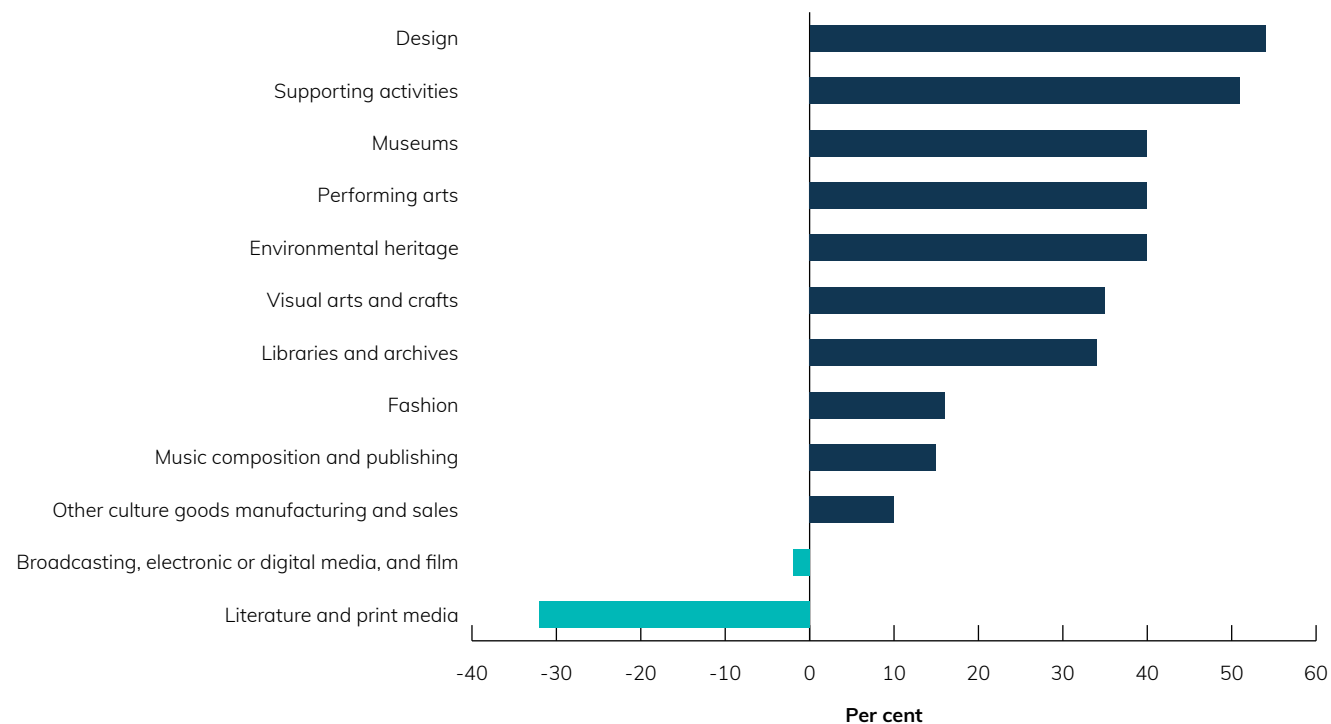
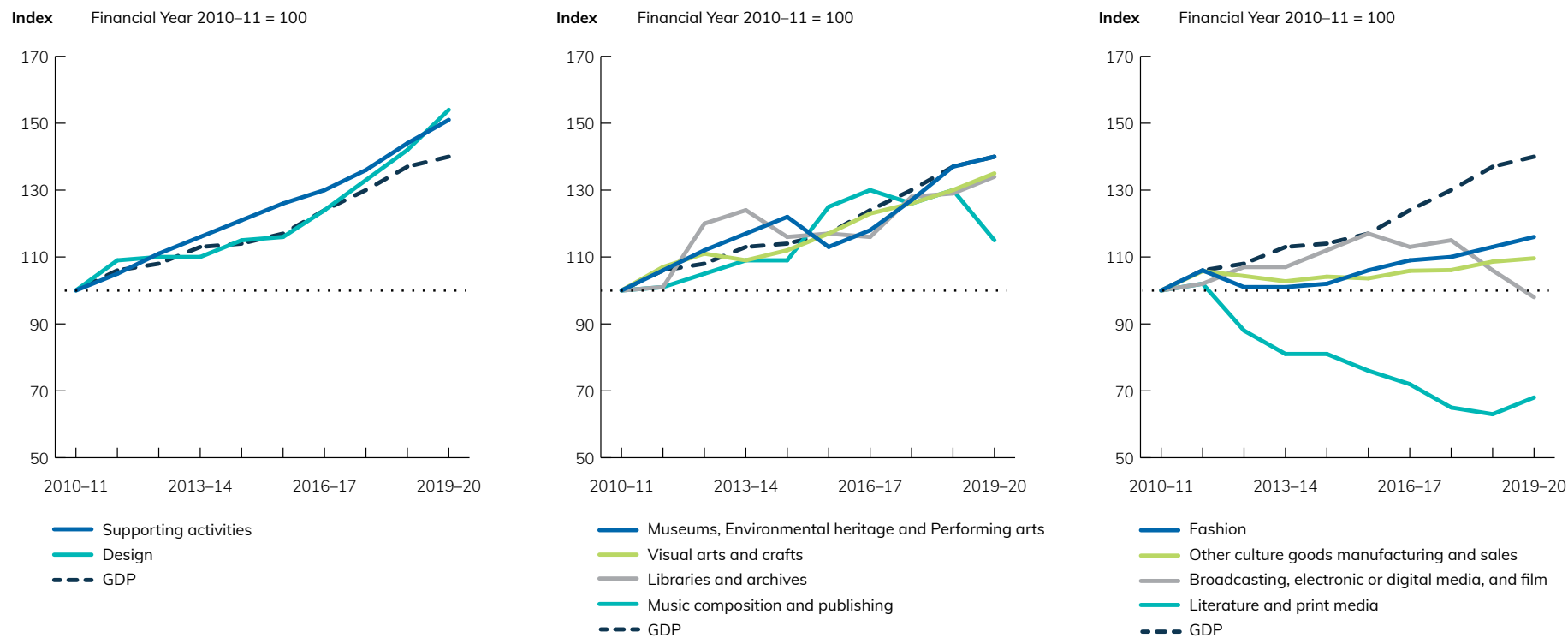


Figure 15.

GVA relative to GDP by domain



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations
 Corresponding reference: Cultural and creative activity in Australia, 2008-09 to 2016-17, Figure 15.

Table 6.
Cultural and creative activity in museums,
2010–11 to 2019–20

Museums	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	1,435	1,518	1,271	1,340	1,353	1,408	1,517	1,589	1,746	1,731
COE	395	422	347	354	341	360	377	403	459	460
GOS and GMI	210	219	340	364	396	336	358	378	368	652
Taxes less subsidies on production	-23	-25	-36	-38	-29	-42	-48	-45	-30	-300
GVA	581	616	651	680	708	655	687	736	797	812
As a per cent of GDP	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 6.

Figure 16.

GVA, cultural and creative activity in museums, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 16.

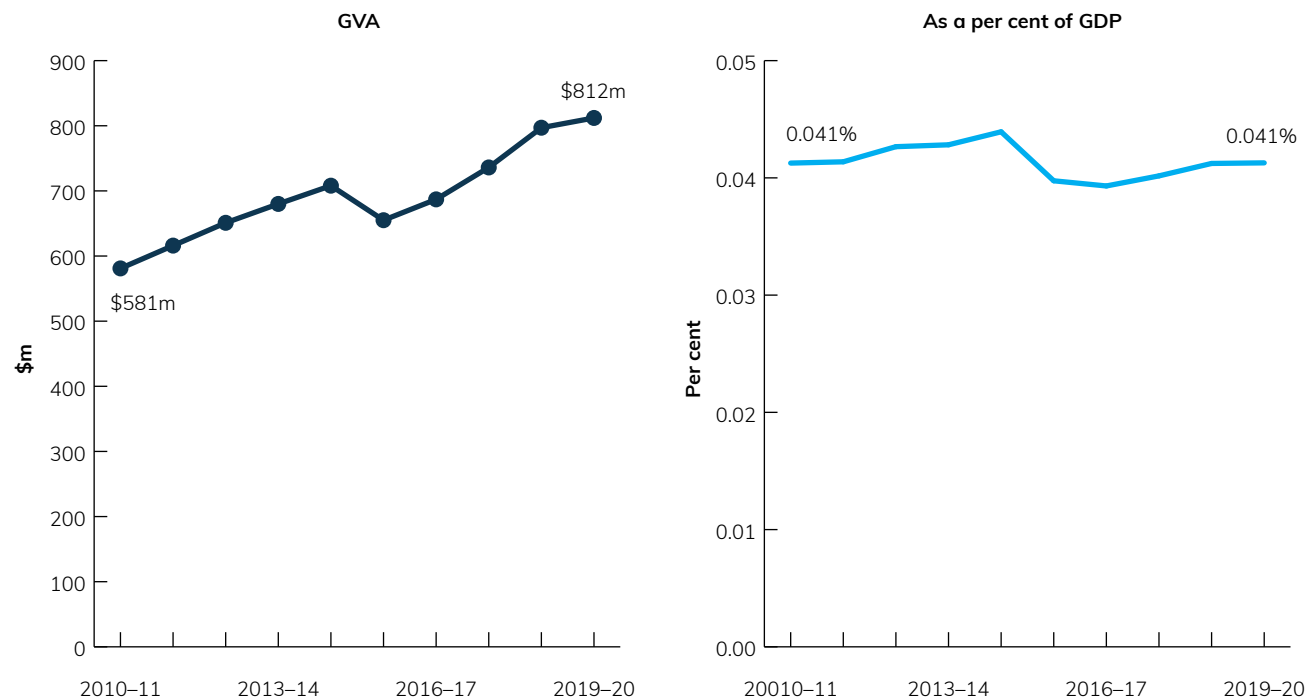


Table 7.
Cultural and creative activity in environmental
heritage, 2010–11 to 2019–20

Environmental heritage	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	2,749	2,908	2,435	2,568	2,592	2,698	2,906	3,045	3,344	3,316
COE	493	526	433	442	426	450	471	503	573	574
GOS and GMI	687	725	907	959	1,013	908	961	1,019	1,041	1,566
Taxes less subsidies on production	-43	-45	-65	-70	-53	-77	-87	-83	-55	-551
GVA	1,137	1,206	1,274	1,330	1,386	1,281	1,344	1,439	1,559	1,589
As a per cent of GDP	0.08	0.08	0.08	0.08	0.09	0.08	0.08	0.08	0.08	0.08

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 7.

Figure 17.

GVA, cultural and creative activity in environmental heritage, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 17.

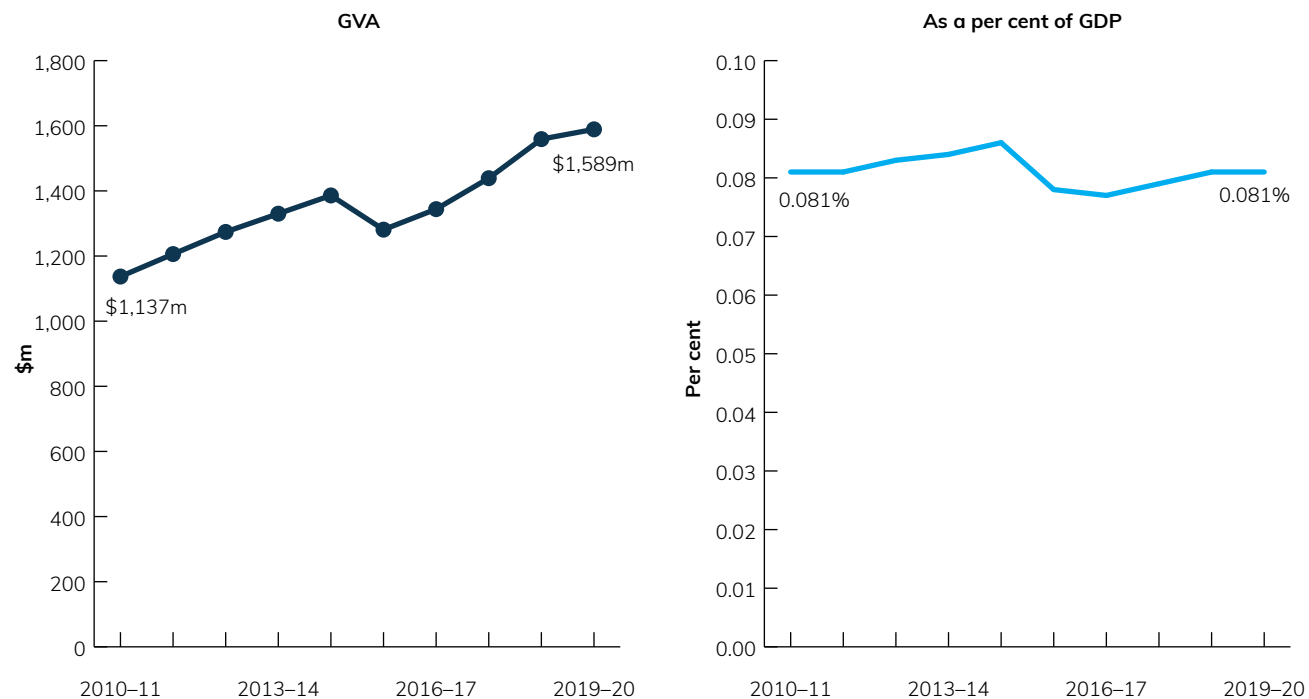


Table 8.

Cultural and creative activity in libraries and archives, 2010–11 to 2019–20

Libraries and archives	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	1,425	1,507	1,428	1,447	1,448	1,517	1,551	1,672	1,665	1,734
COE	464	495	494	504	457	483	604	628	570	580
GOS and GMI	373	353	517	536	513	498	369	445	515	524
Taxes less subsidies on production	13	14	11	11	13	13	12	15	15	37
GVA	850	862	1,022	1,051	983	994	985	1,088	1,100	1,141
As a per cent of GDP	0.06	0.06	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.06

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 8.

Figure 18.

GVA, cultural and creative activity in libraries and archives, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 18.

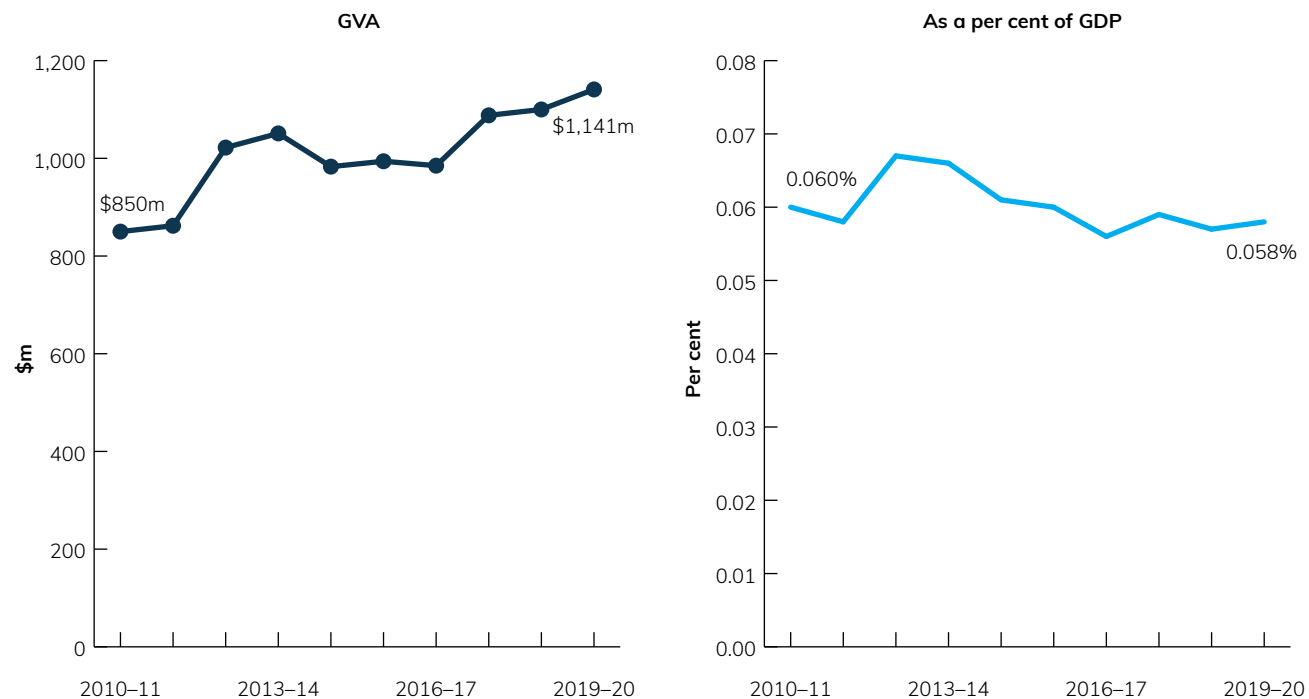


Table 9.
Cultural and creative activity in literature and
print media, 2010–11 to 2019–20

Literature and print media	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	25,198	26,652	20,327	19,976	17,761	18,017	17,508	15,921	16,113	16,492
COE	6,552	6,999	6,004	5,834	5,883	5,755	5,734	5,449	5,532	5,654
GOS and GMI	5,468	5,246	4,565	3,874	3,743	3,333	2,810	2,345	2,006	3,117
Taxes less subsidies on production	251	266	225	238	263	233	234	228	240	-437
GVA	12,271	12,511	10,793	9,946	9,889	9,321	8,779	8,022	7,778	8,334
As a per cent of GDP	0.87	0.84	0.71	0.63	0.61	0.57	0.50	0.44	0.40	0.42

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 9.

Figure 19.

GVA, cultural and creative activity in literature and print media, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 19.

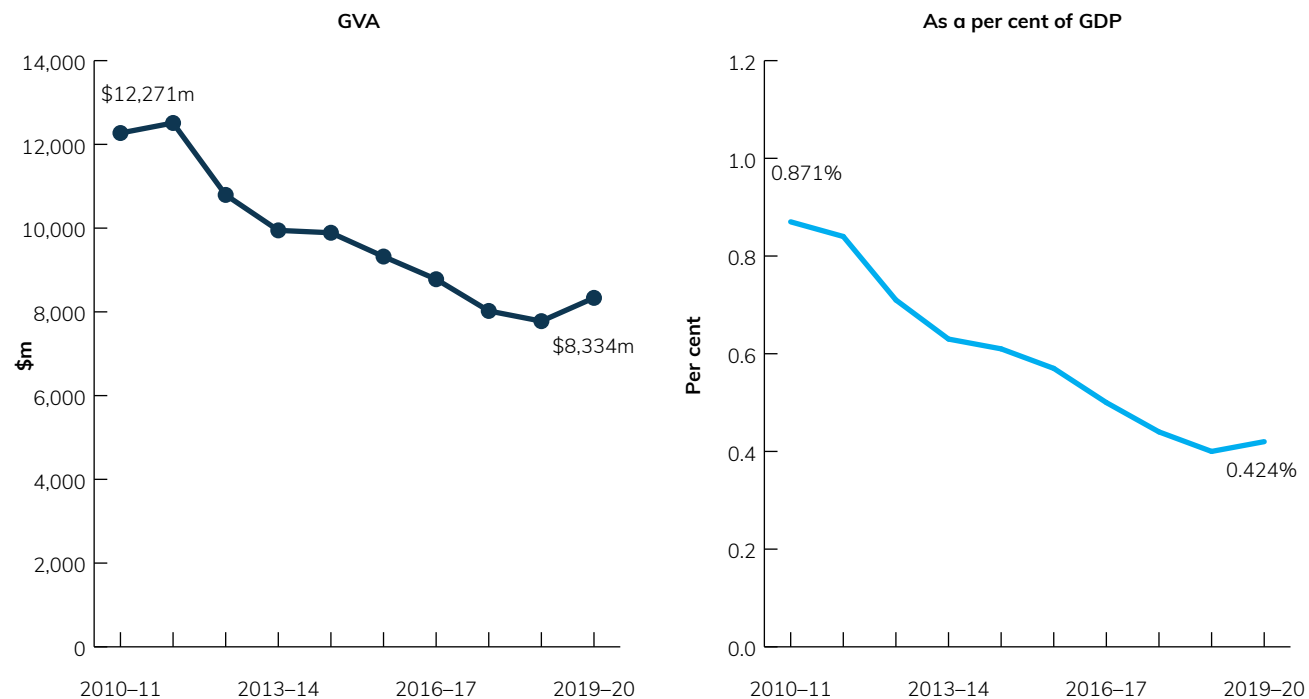


Table 10.
Cultural activity in literature and print media,
2010–11 to 2019–20

Literature and print media	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	24,754	26,183	19,960	19,595	17,476	17,712	17,204	15,646	15,831	16,237
COE	6,390	6,826	5,869	5,701	5,746	5,627	5,607	5,328	5,408	5,535
GOS and GMI	5,421	5,208	4,513	3,836	3,709	3,313	2,789	2,329	1,997	3,088
Taxes less subsidies on production	247	261	221	234	259	229	230	224	236	-415
GVA	12,058	12,295	10,603	9,771	9,714	9,169	8,627	7,882	7,640	8,208
As a per cent of GDP	0.86	0.83	0.69	0.62	0.60	0.56	0.49	0.43	0.40	0.42

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 10.

Table 11.

Creative activity in literature and print media, 2010–11 to 2019–20

Literature and print media	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	13,692	14,482	9,772	9,101	8,868	8,484	7,852	6,722	6,609	7,461
COE	2,883	3,079	2,692	2,537	2,505	2,432	2,404	2,201	2,176	2,353
GOS and GMI	4,337	4,238	3,282	2,831	2,768	2,666	2,067	1,677	1,444	2,027
Taxes less subsidies on production	106	112	95	101	111	91	92	86	89	76
GVA	7,325	7,429	6,068	5,468	5,384	5,188	4,562	3,964	3,709	4,456
As a per cent of GDP	0.52	0.50	0.40	0.34	0.33	0.31	0.26	0.22	0.19	0.23

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 11.

Table 12.
Cultural and creative activity in performing arts,
2010–11 to 2019–20

Performing arts	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	3,935	4,162	3,486	3,676	3,710	3,861	4,159	4,358	4,787	4,746
COE	809	865	711	726	700	739	773	826	941	943
GOS and GMI	807	849	1,125	1,193	1,271	1,122	1,190	1,260	1,270	2,008
Taxes less subsidies on production	-60	-64	-92	-99	-75	-108	-123	-117	-77	-776
GVA	1,556	1,650	1,743	1,821	1,896	1,752	1,839	1,969	2,134	2,175
As a per cent of GDP	0.11	0.11	0.11	0.11	0.12	0.11	0.11	0.11	0.11	0.11

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 12.

Figure 20.

GVA, cultural and creative activity in performing arts, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 20.

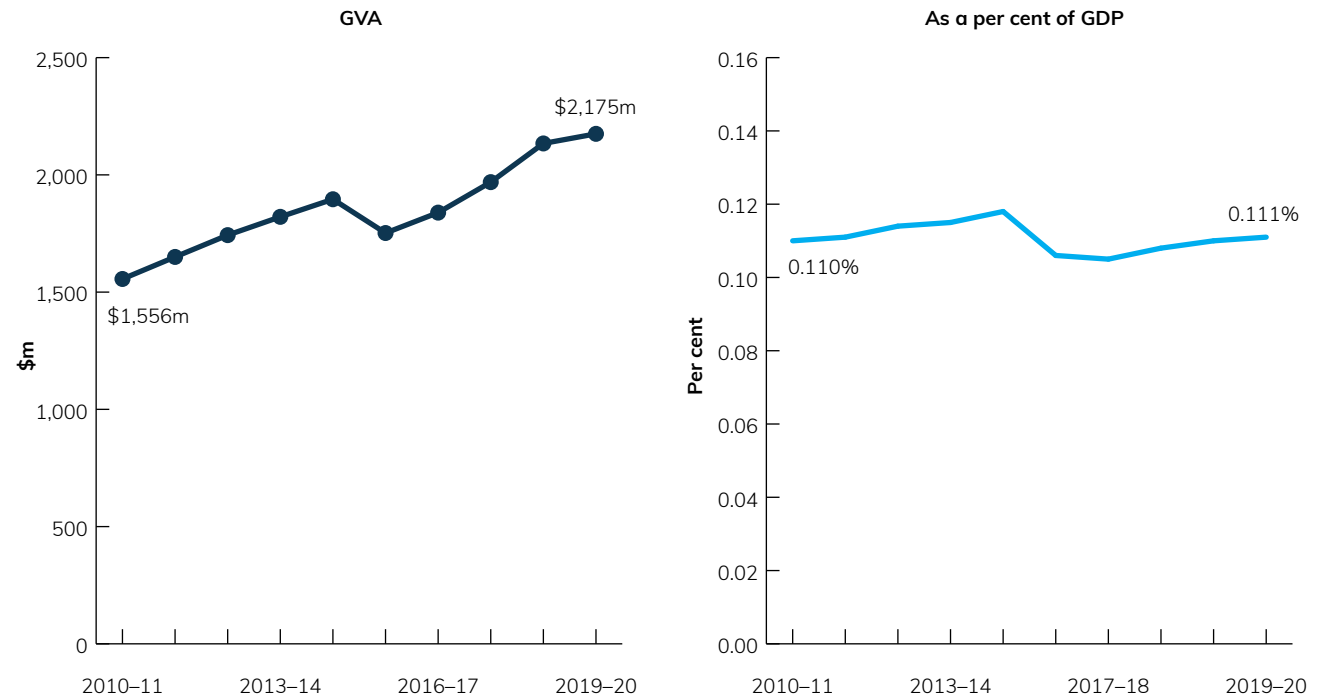


Table 13.
Cultural and creative activity in design,
2010–11 to 2019–20

Design	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	64,493	68,215	72,778	74,025	75,687	80,144	85,677	91,737	101,113	106,418
COE	21,264	22,715	25,762	26,011	26,945	29,600	30,782	33,383	35,929	39,521
GOS and GMI	11,000	12,612	9,819	9,597	10,213	7,633	9,108	9,503	9,842	13,220
Taxes less subsidies on production	825	873	855	895	980	1,031	1,090	1,137	1,259	-1,859
GVA	33,089	36,200	36,435	36,503	38,138	38,265	40,980	44,023	47,029	50,882
As a per cent of GDP	2.35	2.43	2.39	2.30	2.36	2.32	2.34	2.40	2.43	2.59

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 13.

Figure 21.

GVA, cultural and creative activity in design, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 21.

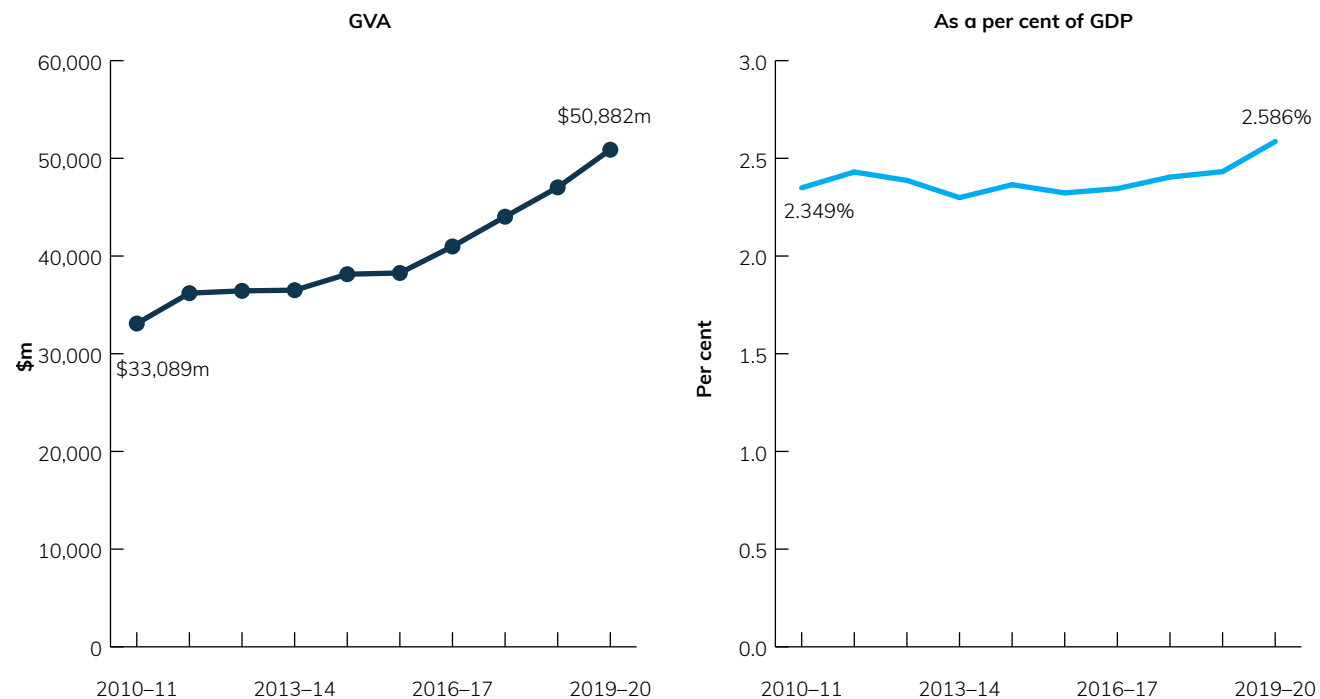


Table 14.
Cultural activity in design, 2010–11
to 2019–20

Design	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	24,961	26,401	26,547	27,805	28,131	29,201	31,549	33,673	35,157	36,928
COE	6,477	6,919	8,069	8,450	8,451	9,698	10,321	11,051	11,647	12,510
GOS and GMI	2,949	3,405	3,146	2,697	2,842	1,908	2,385	2,390	2,518	4,264
Taxes less subsidies on production	322	340	328	344	379	374	395	418	445	-1,425
GVA	9,747	10,664	11,543	11,491	11,672	11,980	13,102	13,859	14,610	15,349
As a per cent of GDP	0.69	0.72	0.76	0.72	0.72	0.73	0.75	0.76	0.76	0.78

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 14.

Table 15.

Cultural and creative activity in broadcasting, electronic or digital media, and film, 2010–11 to 2019–20

Broadcasting, electronic or digital media, and film	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	21,058	22,273	22,074	21,703	22,982	23,902	23,883	23,389	23,235	22,175
COE	4,243	4,533	4,441	4,433	4,672	4,996	4,891	5,048	5,212	5,195
GOS and GMI	3,843	3,680	4,219	4,228	4,345	4,490	4,219	4,282	3,306	3,088
Taxes less subsidies on production	205	217	197	209	232	234	243	244	252	-154
GVA	8,291	8,430	8,857	8,870	9,249	9,720	9,354	9,573	8,771	8,128
As a per cent of GDP	0.59	0.57	0.58	0.56	0.57	0.59	0.54	0.52	0.45	0.41

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 15.

Figure 22.
GVA, cultural and creative activity in broadcasting, electronic or digital media, and film, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 22.

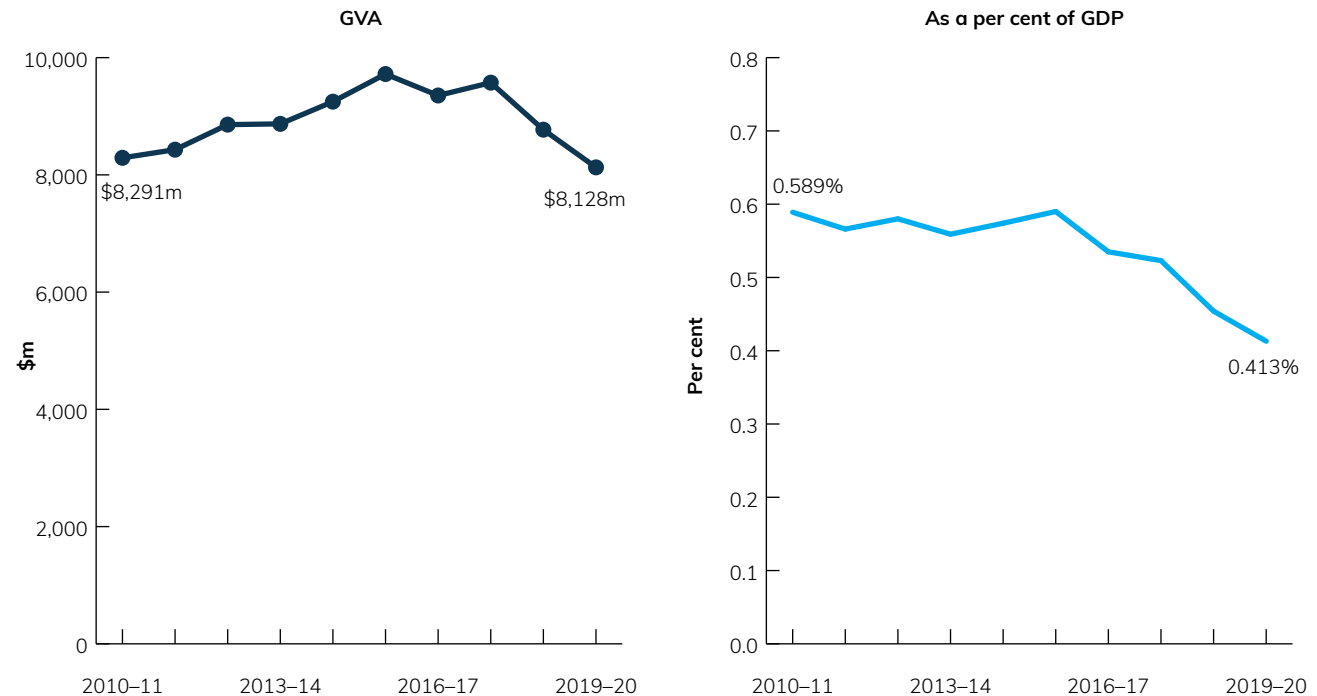


Table 16.

Creative activity in broadcasting, electronic or digital media, and film, 2010–11 to 2019–20

Broadcasting, electronic or digital media, and film	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	20,466	21,647	21,392	21,025	22,323	23,259	23,208	22,690	22,505	21,440
COE	4,027	4,302	4,166	4,153	4,396	4,716	4,616	4,756	4,906	4,880
GOS and GMI	3,912	3,742	4,340	4,371	4,482	4,635	4,354	4,425	3,453	3,231
Taxes less subsidies on production	201	212	192	204	227	229	238	238	246	-149
GVA	8,139	8,255	8,698	8,728	9,104	9,580	9,207	9,419	8,604	7,962
As a per cent of GDP	0.58	0.55	0.57	0.55	0.56	0.58	0.53	0.51	0.45	0.40

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 16.

Table 17.
Cultural and creative activity in music composition
and publishing, 2010–11 to 2019–20

Music composition and publishing	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	377	399	433	418	466	493	510	477	500	463
COE	92	98	96	98	102	113	114	121	122	113
GOS and GMI	21	16	24	26	21	29	34	22	25	41
Taxes less subsidies on production	5	6	5	6	6	6	7	7	7	-17
GVA	119	120	125	129	129	148	155	149	154	137
As a per cent of GDP	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 17.

Figure 23.

GVA, cultural and creative activity in music composition and publishing, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 23.

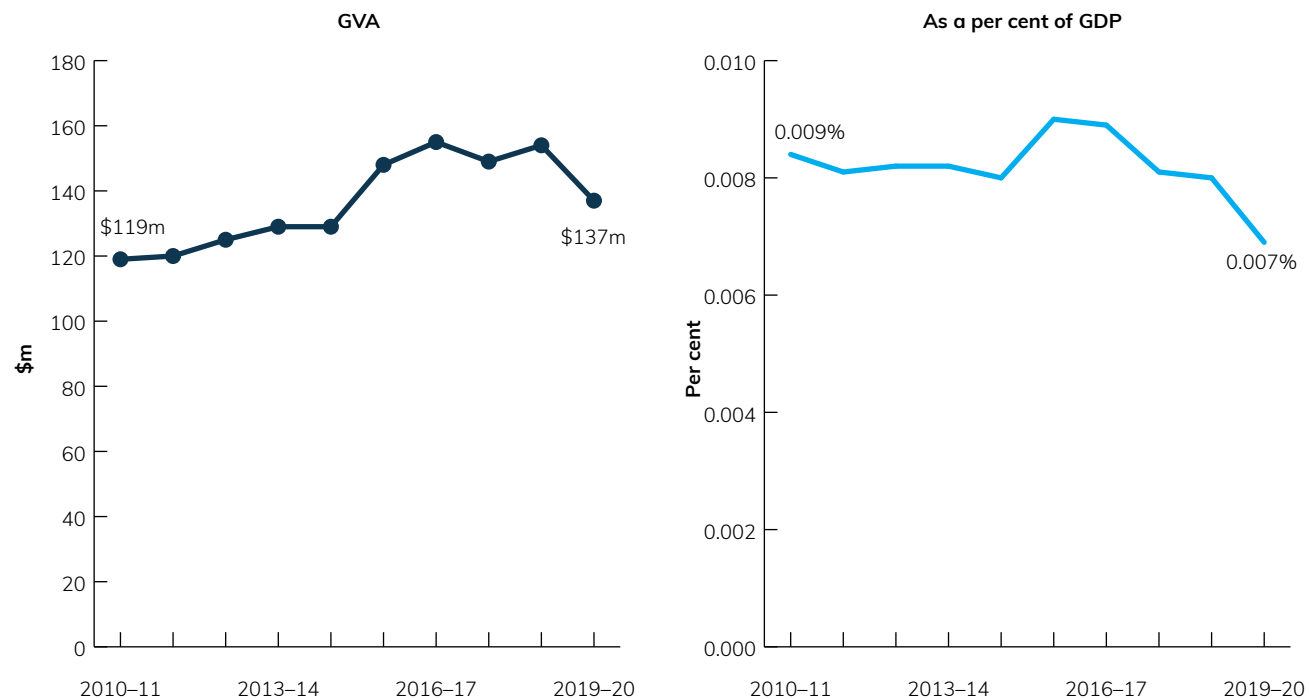


Table 18.

Cultural and creative activity in visual arts and crafts, 2010–11 to 2019–20

Visual arts and crafts	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	4,317	4,566	4,391	4,354	4,400	4,684	4,722	4,874	5,072	5,251
COE	1,359	1,451	1,490	1,520	1,553	1,690	1,747	1,787	1,869	1,947
GOS and GMI	584	627	683	605	621	590	639	665	665	862
Taxes less subsidies on production	62	66	59	63	69	70	72	72	77	-102
GVA	2,004	2,144	2,232	2,188	2,243	2,350	2,457	2,524	2,610	2,708
As a per cent of GDP	0.14	0.14	0.15	0.14	0.14	0.14	0.14	0.14	0.14	0.14

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 18.

Figure 24.

GVA, cultural and creative activity in visual arts and crafts, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 24.

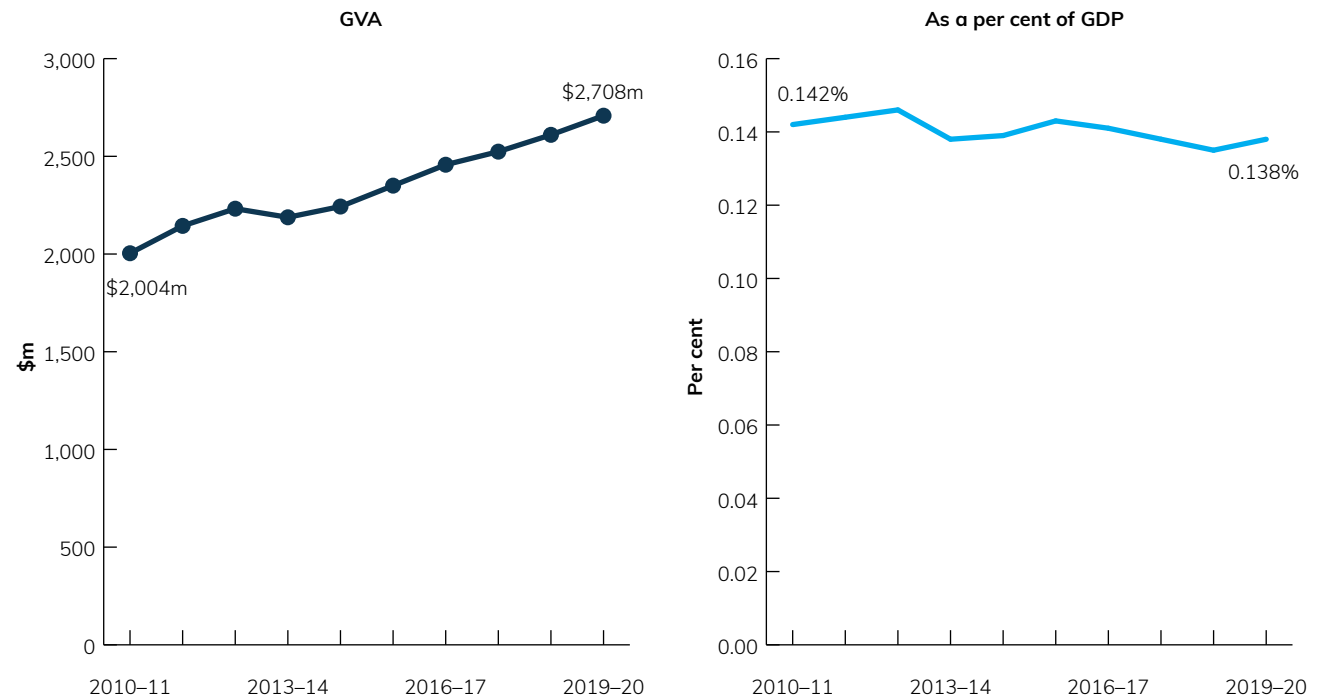


Table 19.
Cultural and creative activity in fashion,
2010–11 to 2019–20

Fashion	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	23,104	24,437	22,000	21,313	21,417	22,439	22,909	23,185	24,169	24,875
COE	7,211	7,703	7,602	7,514	7,714	8,026	8,189	8,219	8,499	8,686
GOS and GMI	5,392	5,675	5,199	5,210	5,140	5,337	5,524	5,685	5,746	6,923
Taxes less subsidies on production	354	374	331	350	389	387	399	397	423	-516
GVA	12,957	13,753	13,132	13,074	13,242	13,750	14,111	14,302	14,668	15,093
As a per cent of GDP	0.92	0.92	0.86	0.82	0.82	0.83	0.81	0.78	0.76	0.77

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 19.

Figure 25.

GVA, cultural and creative activity in fashion, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 25.

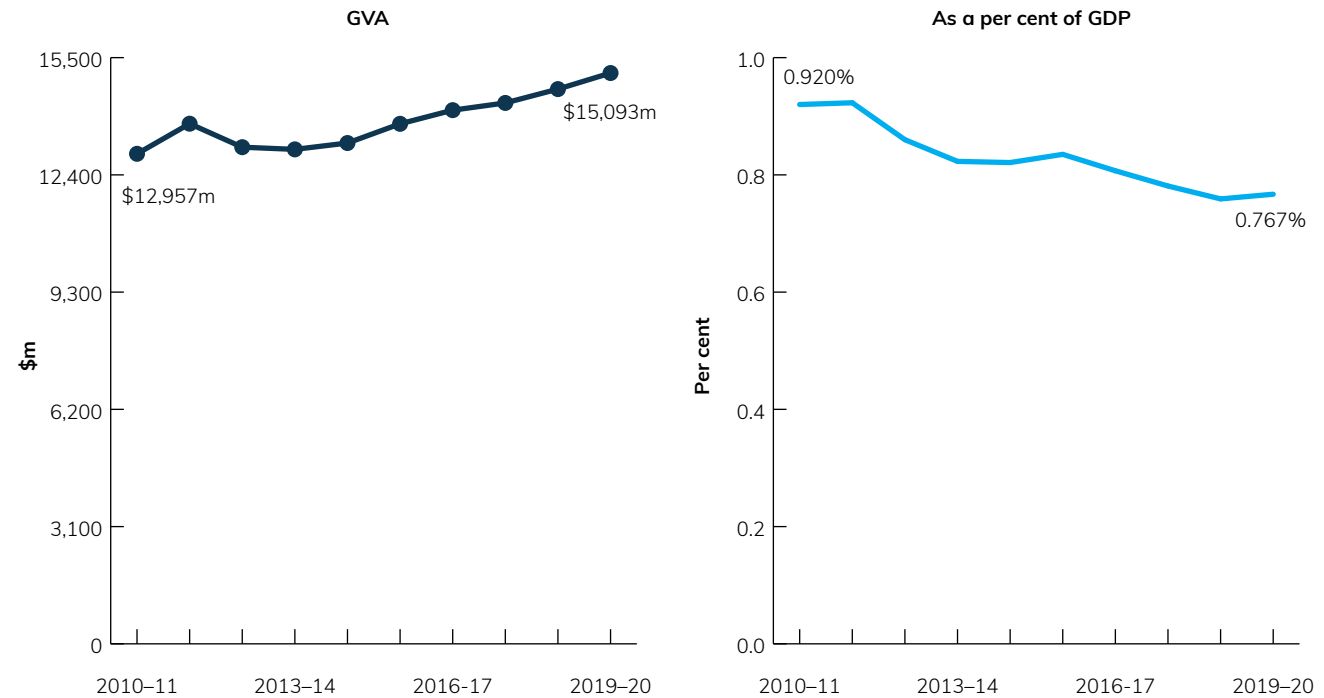


Table 20.

Cultural and creative activity in other culture goods manufacturing and sales, 2010–11 to 2019–20

Other culture goods manufacturing and sales	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	2,749	2,908	2,583	2,629	2,224	2,399	2,433	2,345	2,437	2,373
COE	557	595	560	560	574	593	599	601	622	630
GOS and GMI	341	354	381	365	359	338	353	353	353	522
Taxes less subsidies on production	39	41	35	37	41	39	39	39	42	-126
GVA	936	990	976	961	974	970	991	993	1,016	1,026
As a per cent of GDP	0.07	0.07	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.05

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 20.

Figure 26.
GVA, cultural and
creative activity in
other culture goods
manufacturing and sales,
2010–11 to 2019–20

Source: ABS Australian System of
National Accounts, Australian National
Accounts: Input-Output Tables; BCARR
calculations

Corresponding reference: Cultural and
creative activity in Australia, 2008–09
to 2016–17, Figure 26.

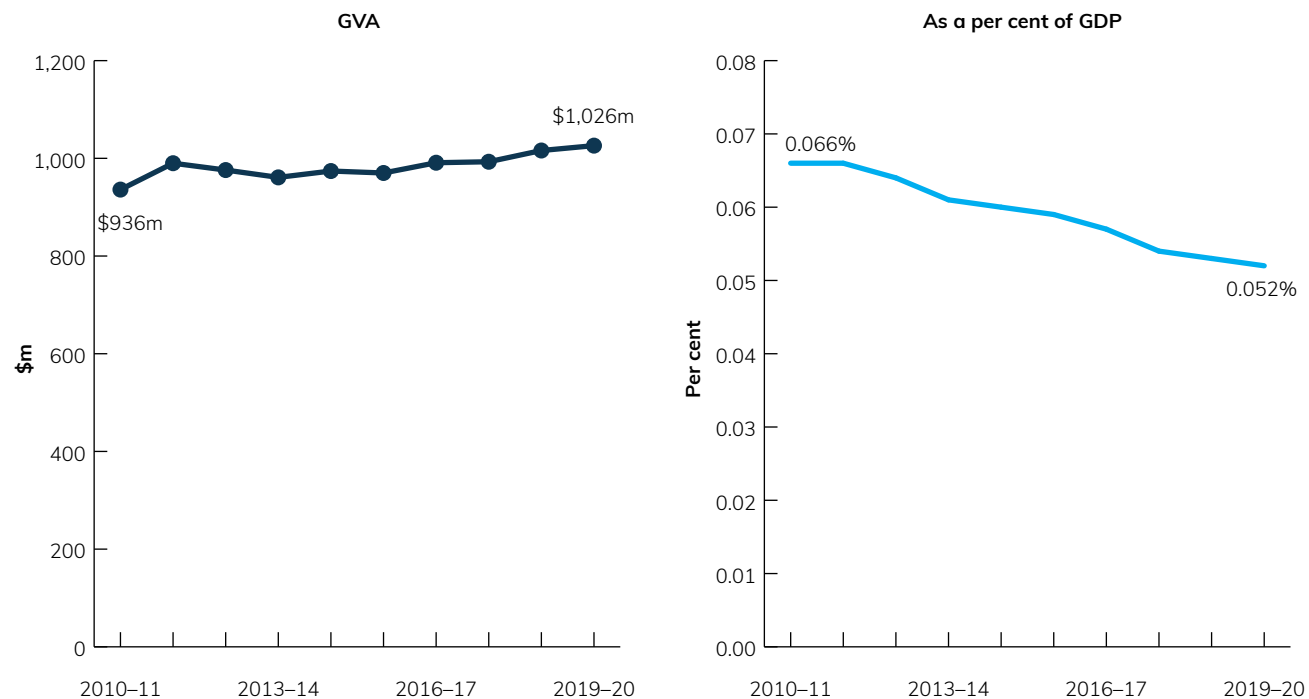


Table 21.

Cultural and creative activity in supporting activities, 2010–11 to 2019–20

Supporting activities	2010–11 \$m	2011–12 \$m	2012–13 \$m	2013–14 \$m	2014–15 \$m	2015–16 \$m	2016–17 \$m	2017–18 \$m	2018–19 \$m	2019–20 \$m
Output	1,244	1,316	1,418	1,494	1,563	1,758	1,863	1,935	2,043	2,128
COE	792	846	916	954	995	1,043	1,079	1,132	1,189	1,262
GOS and GMI	129	125	104	117	121	120	124	127	139	175
Taxes less subsidies on production	13	13	11	12	10	12	13	11	11	-31
GVA	933	984	1,032	1,083	1,126	1,175	1,216	1,271	1,339	1,406
As a per cent of GDP	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07	0.07

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

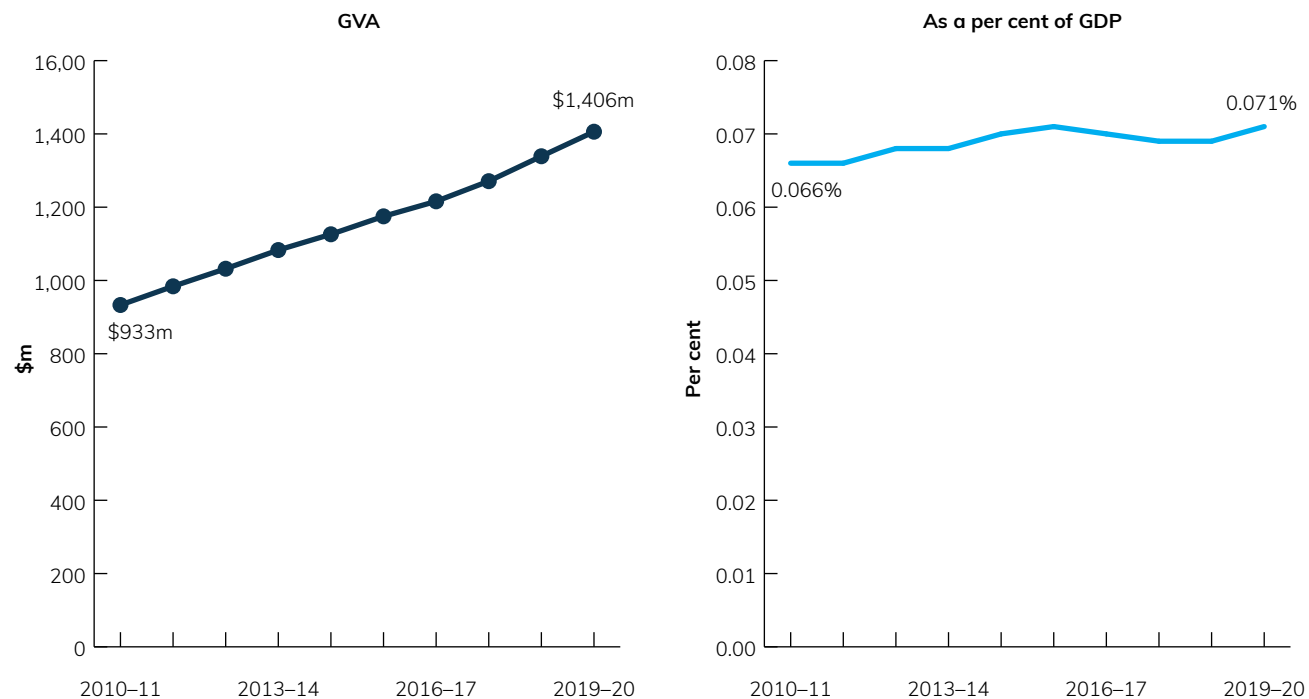
Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 21.

Figure 27.

GVA, cultural and creative activity in supporting activities, 2010–11 to 2019–20

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables; BCARR calculations

Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Figure 27.




Appendix A – Detailed explanatory notes

Table/figure name	Explanatory notes
Table 1. Cultural and creative activity 2010–11 and 2019–20	<ul style="list-style-type: none"> › Cultural and creative activity in Australia grew to \$122.3 billion in 2019–20, an increase of \$26.0 billion or 27.1 per cent over the last 10 years. › As a share of GDP, cultural and creative activity declined by 0.6 percentage points, from 6.8 per cent in 2010–11 to 6.2 per cent in 2019–20. › Examining the breakdown of cultural and creative activity: <ul style="list-style-type: none"> – Cultural activity grew from \$56.2 billion in 2010–11 to \$65.0 billion in 2019–20, while its share of GDP declined from 4.0 per cent to 3.3 per cent over this period. – Creative activity increased from \$84.9 billion in 2010–11 to \$109.8 billion in 2019–20, 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, 2019–20	<ul style="list-style-type: none"> › Cultural and creative activity can be measured separately or as both cultural and creative activity. › Cultural activity contributed \$65.0 billion or 3.3 per cent to GDP in 2019–20, while creative activity contributed \$109.8 billion or 5.6 per cent to GDP in 2019–20. <ul style="list-style-type: none"> – There is considerable overlap of industries and occupations common with these segments. Activity identified as both cultural and creative accounted for \$52.6 billion or 2.7 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 2019–20	<ul style="list-style-type: none"> › The value of cultural and creative activity in industries considered to be cultural or creative was \$93.4 billion in 2019–20. The largest components were design at \$50.9 billion, fashion at \$15.1 billion, literature and print media at \$8.3 billion, and broadcasting, electronic or digital media, and film at \$8.1 billion.
Figure 3. Cultural and creative activity, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Cultural and creative activity increased by \$26.0 billion or 27.1 per cent from \$96.2 billion in 2010–11 to \$122.3 billion in 2019–20. This growth was driven mainly by an increase of \$18.7 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, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Cultural and creative activity, on a satellite accounts basis, consists of four components: <ul style="list-style-type: none"> – Gross value added (GVA) from cultural and creative industries increased by \$18.7 billion or 25.0 per cent, from \$74.7 billion in 2010–11 to \$93.4 billion in 2019–20; and Net taxes on products attributable to cultural and creative industries increased over the period by 5.6 per cent or \$252 million. – Compensation of employees (COE) received by individuals working in cultural and creative occupations that are outside industries identified as cultural and creative was \$24.1 billion in 2019–20. This grew by \$7.1 billion or 41.6 per cent over the period. – The value of volunteer services to arts and heritage organisations was \$1.1 billion in 2019–20, \$230 million more than in 2010–11. – Non-market output of market producers in cultural and creative industries was \$97 million in 2019–20, an increase of \$19 million compared to 2010–11.
Figure 4. Cultural and creative activity relative to nominal GDP	<ul style="list-style-type: none"> › While cultural and creative activity is growing in absolute terms, the increase is 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 2010–11. The area above the line represents growth whereas the area below the line represents a contraction since 2010–11. Similarly, the dashed line represents GDP growth for the entire Australian economy relative to the base year.
Figure 5. Cultural and creative activity, share of GDP, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Cultural and creative activity as a share of GDP declined by 0.6 percentage points over the period, from 6.8 per cent in 2010–11 to 6.2 per cent in 2019–20.
Table 3. Cultural and creative activity, GVA by industry division, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Cultural and creative activity increased significantly in absolute terms within the industry division of professional, scientific and technical services with an increase of \$18.1 billion or 53.8 per cent over the period; followed by retail trade at \$3.1 billion or 28.6 per cent. › Cultural and creative activity within the manufacturing and information media and telecommunications industry divisions recorded an absolute decline in GVA over the period.
Figure 6. GVA change by division, cultural and creative industries, 2010–11 to 2019–20	<ul style="list-style-type: none"> › See notes above.
Figure 7. GVA change of cultural and creative industries in manufacturing, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Five out of six cultural and creative industries within the manufacturing industry division experienced a decline from 2010–11 to 2019–20. › Printing fell by \$1.4 billion or 40.8 per cent, while clothing manufacturing fell by \$908 million or 61.8 per cent over the period.

Table/figure name	Explanatory notes
Figure 7a. GVA change of cultural and creative industries in information media and telecommunications, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Publishing industries within the information media and telecommunications industry division have experienced declines from 2010–11 to 2019–20. › These declines were especially significant for newspaper, magazine and other periodical, book and software publishing. › Internet publishing and broadcasting was the largest growing industry within the information media and telecommunications industry division.
Figure 8. Industry division's GVA relative to GDP	<ul style="list-style-type: none"> › When each industry division's growth is compared with the pace of the economy as a whole, three industry divisions met or exceeded the rest of the economy by the end of the 10-year period. › Growth of cultural and creative activity in professional, scientific and technical services was above the economy by 10.1 percentage points, and growth of cultural and creative activity in education and training outpaced the economy by 7.8 percentage points and in 2019–20. › The dotted line at 100, represents the base year index of 2010–11. As noted earlier, the area above the line represents growth whereas the area below the line represents a contraction since 2010–11. 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, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Cultural activity increased by \$8.8 billion or 15.7 per cent from \$56.2 billion in 2010–11 to \$65.0 billion in 2019–20. <ul style="list-style-type: none"> – GVA for cultural industries increased by \$4.5 billion or 11.7 per cent from \$38.2 billion in 2010–11 to \$42.7 billion in 2019–20. Net taxes on products attributable to cultural industries decreased by \$1.3 billion or 29.1 per cent from 2010–11 to 2019–20. – COE received by individuals working in cultural occupations that are outside industries identified as cultural was \$19.0 billion in 2019–20. This has grown by \$5.6 billion or 41.9% over the period. – The value of volunteer services to arts and heritage organisations was \$1.1 billion in 2019–20, \$229 million more than in 2010–11. 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 \$56 million in 2019–20, a decrease of \$0.5 million compared to 2010–11.
Figure 9. GVA by domain, cultural industries, 2019–20 (\$m)	<ul style="list-style-type: none"> › Cultural activity represents a smaller share of total GVA compared to creative activity and primarily consists of design at \$15.3 billion, broadcasting, electronic or digital media, and film at \$8.1 billion, and literature and print media at \$8.2 billion in 2019–20.
Figure 10. Cultural activity, share of GDP, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Cultural activity, as a share of GDP, declined by 0.7 percentage points, from 4.0 per cent in 2010–11 to 3.3 per cent in 2019–20.


Table/figure name	Explanatory notes
Table 5. Creative activity, share of GDP, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Creative activity increased by \$24.9 billion or 29.4 per cent from \$84.9 billion in 2010–11 to \$109.8 billion in 2019–20. – GVA for creative industries increased by \$18.7 billion or 28.1 per cent from \$66.6 billion in 2010–11 to \$85.4 billion in 2019–20. Net taxes on products attributable to creative industries increased by \$398 million or 9.6 per cent from 2010–11 to 2019–20. – COE received by individuals working in creative occupations that are outside industries identified as creative was \$19.9 billion in 2019–20. This has grown by 40.8 per cent during the period. – The value of volunteer services to arts and heritage organisations was \$1.1 billion in 2019–20, \$229 million more than \$846 million in 2009–10. 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 2019–20, an increase of \$0.2 million compared to 2010–11.
Figure 11. GVA by domain, creative industries, 2019–20 (\$m)	<ul style="list-style-type: none"> › 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 \$50.8 billion, fashion at \$15.1 billion, and broadcasting, electronic or digital media, and film at \$8.0 billion in 2019–20.
Figure 12. Creative activity, share of GDP, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Creative activity as a share of GDP declined by 0.4 percentage points, from 6.0 per cent in 2010–11 to 5.6 per cent in 2019–20.
Figure 13. Contribution of cultural and creative activity, GVA (by domain), net taxes on products and COE in other industries, 2010–11 and 2019–20	<ul style="list-style-type: none"> › 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 7.2 percentage points as a share of total activity, from 34.4 per cent in 2010–11 to 41.6 per cent in 2019–20. Fashion, the second largest domain as a share of cultural and creative activity declined by 1.1 percentage points, from 13.5 per cent in 2010–11 to 12.3 per cent in 2019–20. The share of broadcasting, electronic or digital media, and film has also declined, down from 8.6 per cent in 2010–11 to 6.6 per cent in 2019–20. Literature and print media, the third largest domain in 2010–11 at 12.8 per cent dropped to 6.8 per cent and became the fourth largest domain of cultural and creative activity in 2019–20. › These four domains, in total, contributed 67.4 per cent of cultural and creative activity. All other domains had a much smaller impact at 9.0 per cent in 2019–20. The remaining 23.6 per cent was made up of income received from creative and cultural workers in other industries (imputed COE) and net taxes on products.
Figure 14. Nominal GVA growth by domain, cultural and creative industries, 2010–11 to 2019–20	<ul style="list-style-type: none"> › Ten of the twelve domains experienced growth from 2010–11 to 2019–20. Design had the strongest growth of 53.8 per cent or \$17.8 billion. The only two domains to decline in absolute terms were literature and print media which decreased by 32.1 per cent or \$4.0 billion, and broadcasting, electronic or digital media, and film which decreased by 2.0 per cent or \$163 million.
Figure 15. Domain's GVA relative to GDP	<ul style="list-style-type: none"> › 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; only supporting activities outpaced the economy.



Table/figure name	Explanatory notes
Table 6. Cultural and creative activity in museums, 2010–11 to 2019–20	› GVA of cultural and creative activity in museums increased by \$231 million or 39.8 per cent from 2010–11 to 2019–20. As a share of GDP, it has remained relatively flat over the period.
Figure 16. GVA, cultural and creative activity in museums, 2010–11 to 2019–20	› See notes above.
Table 7. Cultural and creative activity in environmental heritage, 2010–11 to 2019–20	› GVA of cultural and creative activity in environmental heritage increased by \$452 million or 39.8 per cent from 2010–11 to 2019–20. As a share of GDP, it has remained relatively flat over the period.
Figure 17. Cultural and creative activity in environmental heritage, 2010–11 to 2019–20	› See notes above.
Table 8. Cultural and creative activity in libraries and archives, 2010–11 to 2019–20	› GVA of cultural and creative activity in libraries and archives has increased by \$291 million or 34.3 per cent from 2010–11 to 2019–20. As a share of GDP, it has remained relatively flat over the period.
Figure 18. GVA, cultural and creative activity in libraries and archives, 2010–11 to 2019–20	› See notes above.
Table 9. Cultural and creative activity in literature and print media, 2010–11 to 2019–20	› GVA of cultural and creative activity in literature and print media has declined by \$4.0 billion or 32.1 per cent from 2010–11 to 2019–20. As a share of GDP, literature and print media has more than halved during this period, from 0.9 per cent in 2010–11 to 0.4 per cent in 2019–20.
Figure 19. GVA, cultural and creative activity in literature and print media, 2010–11 to 2019–20	› See notes above.
Table 10. Cultural activity in literature and print media, 2010–11 to 2019–20	› 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 2010–11 to 2019–20 are presented in Table 10 and creative activity in Table 11.
Table 11. Creative activity in literature and print media, 2010–11 to 2019–20	› See notes above.



Table/figure name	Explanatory notes
Table 12. Cultural and creative activity in performing arts, 2010–11 to 2019–20	› GVA of cultural and creative activity in performing arts has experienced growth of \$619 million or 39.8 per cent from 2010–11 to 2019–20. As a share of GDP, it has remained relatively flat over the period.
Figure 20. GVA, cultural and creative activity in performing arts, 2010–11 to 2019–20	› See notes above.
Table 13. Cultural and creative activity in design, 2010–11 to 2019–20	› GVA of cultural and creative activity in design has experienced significant growth of \$17.8 billion or 53.8 per cent from 2010–11 to 2019–20. As a share of GDP, it has remained relatively flat over the period.
Figure 21. GVA, cultural and creative activity in design, 2010–11 to 2019–20	› See notes above.
Table 14. Cultural activity in design, 2010–11 to 2019–20	› Cultural activity in design, increased from \$9.7 billion in 2010–11 to \$15.3 billion in 2019–20.
Table 15. Cultural and creative activity in broadcasting, electronic or digital media, and film, 2010–11 to 2019–20	› GVA of cultural and creative activity in broadcasting, electronic or digital media, and film has decreased by \$163 million or 2.0 per cent from 2010–11 to 2019–20. This domain has decreased as a share of GDP from 0.59 per cent in 2010–11 to 0.41 per cent in 2019–20.
Figure 22. GVA, cultural and creative activity in broadcasting, electronic or digital media, and film, 2010–11 to 2019–20	› See notes above.
Table 16. Creative activity in broadcasting, electronic or digital media, and film, 2010–11 to 2019–20	› Creative activity in broadcasting, electronic or digital media, and film, decreased from \$8.1 billion in 2010–11 to \$7.9 billion in 2019–20.
Table 17. Cultural and creative activity in music composition and publishing, 2010–11 to 2019–20	› GVA of cultural and creative activity in music composition and publishing increased by \$18 million or 15.2 per cent from 2010–11 to 2019–20. This domain has slightly decreased as a share of GDP in recent years.
Figure 23. GVA, cultural and creative activity in music composition and publishing, 2010–11 to 2019–20	› See notes above.



Table/figure name	Explanatory notes
Table 18. Cultural and creative activity in visual arts and crafts, 2010–11 to 2019–20	› GVA of cultural and creative activity in visual arts and crafts has experienced growth of \$703 million or 35.1 per cent from 2010–11 to 2019–20. While this domain has increased in absolute terms, it has declined slightly as a share of GDP over the period.
Figure 24. GVA, cultural and creative activity in visual arts and crafts, 2010–11 to 2019–20	› See notes above.
Table 19. Cultural and creative activity in fashion, 2010–11 to 2019–20	› GVA of cultural and creative activity in fashion has increased by \$2.1 billion or 16.5 per cent from 2010–11 to 2019–20. As a share of GDP, this domain has fallen by 0.15 percentage points over the period, from 0.92 per cent in 2010–11 to 0.77 per cent in 2019–20.
Figure 25. GVA, cultural and creative activity in fashion, 2010–11 to 2019–20	› See notes above.
Table 20. Cultural and creative activity in other culture and goods manufacturing and sales, 2010–11 to 2019–20	› GVA of cultural and creative activity in other culture and goods manufacturing has increased by \$90 million or 9.6 per cent from 2010–11 to 2019–20. As a share of GDP, it has slightly declined over the period.
Figure 26. GVA, cultural and creative activity in other culture and goods manufacturing and sales, 2010–11 to 2019–20	› See notes above.
Table 21. Cultural and creative activity in supporting activities, 2010–11 to 2019–20	› GVA for supporting activities increased by \$472 million or 50.6 per cent from 2010–11 to 2019–20. As a share of GDP, it has remained relatively flat over the period.
Figure 27. GVA, cultural and creative activity in supporting activities, 2010–11 to 2019–20	› See notes above.