 

# Visual summary: Cultural and Creative Activity in Australia, 2009–10 to 2018–19

September 2021

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## About this document

The Bureau of Communications, Arts and Regional Research (BCARR) 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 2009–10 to 2018–19.

This publication provides an update to the BCARR working paper: [Cultural and creative activity in Australia, 2008–09 to 2016–17](https://www.communications.gov.au/publications/cultural-and-creative-activity-australia-2008-09-2016-17) released in October 2018 and the visual summary for [Cultural and creative activity in Australia, 2008–09 to 2017–18](https://www.communications.gov.au/departmental-news/economic-value-cultural-and-creative-activity-0) released in October 2020. The updated estimates are presented as a visual summary. Each table and figure corresponds to those used in the BCARR 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, 2009–10 to 2018–19.

## Table 1. Cultural and creative activity 2009–10 and 2018–19

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Gross Domestic Product—National Accounts Basis ($m) (a) | 2009-10 | 2018-19 | 10-year change | Growth in nominal activity |
| Cultural activityAs a proportion of GDP (%) | 53,7354.2 | 65,0523.4 | 11,327-0.8 | 21.1% |
| Creative activityAs a proportion of GDP (%) | 80,1756.2 | 103,2255.3 | 23,049-0.9 | 28.7% |
| Total for cultural and creative activity (b)As a proportion of GDP (%) | 90,9637.0 | 115,8436.0 | 24,880-1.0 | 27.4% |

(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, 2018–19



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 2018–19



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, 2009–10 to 2018–19

Figure 3. Cultural and creative activity, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Cultural and creative activity (C&C) | 2009–10$m | 2010–11$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 |
| C&C activity GDP–national accounts basis | **90,963** | **95,908** | **101,779** | **100,743** | **101,693** | **105,945** | **105,842** | **110,068** | **113,412** | **115,843** |
| Gross value added of C&C industries | 70,887 | 74,384 | 79,162 | 78,151 | 77,516 | 79,925 | 80,371 | 83,221 | 86,342 | 87,688 |
| Net taxes on products of C&C industries | 4,408 | 4,496 | 4,486 | 3,924 | 4,888 | 6,194 | 4,890 | 5,724 | 5,070 | 5,121 |
| COE for C&C occupations in other industries(a) | 15,668 | 17,028 | 18,132 | 18,668 | 19,289 | 19,826 | 20,581 | 21,123 | 21,999 | 23,034 |
| C&C activity GDP–satellite account basis(b) | **91,837** | **96,828** | **102,756** | **101,710** | **102,668** | **106,959** | **106,856** | **111,122** | **114,498** | **116,953** |
| C&C activity GDP–national accounts basis | 90,963 | 95,908 | 101,779 | 100,743 | 101,693 | 105,945 | 105,842 | 110,068 | 113,412 | 115,843 |
| Volunteer services to arts/heritage organisations | 800 | 844 | 895 | 886 | 894 | 932 | 931 | 968 | 997 | 1,019 |
| Non-market output of market producers in C&C industries | 73 | 77 | 82 | 81 | 80 | 83 | 83 | 86 | 89 | 91 |
| C&C activity GDP national accounts basis share of GDP (%) | **7.0** | **6.8** | **6.8** | **6.6** | **6.4** | **6.6** | **6.4** | **6.3** | **6.2** | **6.0** |

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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Division name | 2009–10$m | 2010–11$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 |
| ↓ Manufacturing | 5,845 | 5,855 | 5,926 | 4,600 | 4,201 | 4,263 | 3,935 | 4,025 | 3,767 | 3,877 |
| ↑ Wholesale Trade | 3,701 | 3,917 | 4,129 | 4,271 | 4,245 | 4,261 | 4,390 | 4,560 | 4,660 | 4,713 |
| ↑ Retail Trade | 10,053 | 10,702 | 11,515 | 11,774 | 11,813 | 12,017 | 12,409 | 12,796 | 13,083 | 13,376 |
| ↓ Information Media and Telecommunications | 16,209 | 16,185 | 16,423 | 15,714 | 15,185 | 15,434 | 15,768 | 14,880 | 14,381 | 13,912 |
| ↑ Rental, Hiring and Real Estate Services | 141 | 149 | 172 | 158 | 141 | 145 | 141 | 147 | 155 | 165 |
| ↑ Professional, Scientific and Technical Services | 30,940 | 33,380 | 36,548 | 36,938 | 37,023 | 38,691 | 38,866 | 41,710 | 44,865 | 45,962 |
| ↑ Education and Training | 852 | 932 | 982 | 1,030 | 1,081 | 1,124 | 1,173 | 1,214 | 1,267 | 1,324 |
| ↑ Arts and Recreation Services | 3,146 | 3,265 | 3,466 | 3,665 | 3,828 | 3,990 | 3,688 | 3,889 | 4,164 | 4,359 |
| Total | 70,887 | 74,384 | 79,162 | 78,151 | 77,516 | 79,925 | 80,371 | 83,221 | 86,342 | 87,688  |

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, 2009–10 to 2018–19



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, 2009–10 to 2018–19



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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Cultural activity | 2009–10$m | 2010–11$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 |
| Cultural activity GDP–national accounts basis | **53,735** | **56,030** | **58,656** | **58,805** | **59,629** | **61,298** | **61,327** | **62,949** | **63,902** | **65,052** |
| Gross value added of cultural industries | 36,921 | 38,055 | 39,821 | 39,993 | 39,308 | 40,059 | 40,187 | 40,938 | 41,489 | 41,803 |
| Net taxes on products of cultural industries | 4,477 | 4,567 | 4,557 | 4,097 | 5,122 | 5,630 | 4,927 | 5,357 | 5,066 | 5,117 |
| COE for cultural occupations in other industries(a) | 12,338 | 13,408 | 14,278 | 14,715 | 15,200 | 15,610 | 16,213 | 16,654 | 17,347 | 18,143 |
| Cultural activity GDP–satellite account basis(b) | **54,593** | **56,930** | **59,608** | **59,746** | **60,578** | **62,286** | **62,313** | **63,973** | **64,955** | **66,137** |
| Cultural activity GDP–national accounts basis | 53,735 | 56,030 | 58,656 | 58,805 | 59,629 | 61,298 | 61,327 | 62,949 | 63,902 | 65,052 |
| Volunteer services to arts/heritage organisations | 800 | 844 | 895 | 886 | 894 | 932 | 931 | 968 | 997 | 1,019 |
| Non-market output of market producers in cultural industries | 58 | 57 | 58 | 55 | 54 | 56 | 55 | 56 | 56 | 55 |
| Cultural activity GDP national accounts basis share of GDP (%) | **4.2** | **4.0** | **3.9** | **3.9** | **3.8** | **3.8** | **3.7** | **3.6** | **3.5** | **3.4** |

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, 2018–19 ($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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Creative activity | 2009–10$m | 2010–11$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 |
| Creative activity GDP–national accounts basis | **80,175** | **84,618** | **89,969** | **89,059** | **89,938** | **94,033** | **94,106** | **98,086** | **101,257** | **103,225** |
| Gross value added of creative industries | 63,067 | 66,306 | 70,750 | 69,995 | 69,534 | 71,792 | 72,673 | 75,281 | 78,389 | 79,475 |
| Net taxes on products of creative industries | 4,060 | 4,141 | 4,132 | 3,559 | 4,392 | 5,785 | 4,361 | 5,284 | 4,632 | 4,641 |
| COE for creative occupations in other industries(a) | 13,048 | 14,171 | 15,088 | 15,505 | 16,012 | 16,456 | 17,073 | 17,521 | 18,236 | 19,109 |
| Creative activity GDP–satellite account basis(b) | **81,035** | **85,520** | **90,923** | **89,999** | **90,887** | **95,022** | **95,093** | **99,111** | **102,311** | **104,299** |
| Creative activity GDP–national accounts basis | 80,175 | 84,618 | 89,969 | 89,059 | 89,938 | 94,033 | 94,106 | 98,086 | 101,257 | 103,225 |
| Volunteer services to arts/heritage organisations | 800 | 844 | 895 | 886 | 894 | 932 | 931 | 968 | 997 | 1,019 |
| Non-market output of market producers in creative industries | 60 | 58 | 59 | 54 | 55 | 57 | 56 | 57 | 57 | 56 |
| Creative activity GDP national accounts basis share of GDP (%) | **6.2** | **6.0** | **6.0** | **5.8** | **5.7** | **5.8** | **5.7** | **5.6** | **5.5** | **5.3** |

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 5.

## Figure 11. GVA by domain, creative industries, 2018–19 ($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, 2009–10 to 2018–19



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, 2009–10 and 2018–19



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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Museums | 2009–10$m | 2010–11$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 |
| Output | 1,317 | 1,434 | 1,518 | 1,271 | 1,341 | 1,354 | 1,411 | 1,521 | 1,596 | 1,676 |
| COE | 362 | 395 | 422 | 347 | 355 | 341 | 361 | 377 | 402 | 420 |
| GOS and GMI | 218 | 208 | 218 | 339 | 363 | 396 | 336 | 361 | 382 | 401 |
| Taxes less subsidies on production | -21 | -23 | -25 | -36 | -38 | -29 | -42 | -48 | -45 | -48 |
| GVA | **558** | **580** | **615** | **651** | **680** | **708** | **655** | **690** | **739** | **774** |
| 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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Environmental heritage | 2009–10$m | 2010–11$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 |
| Output | 2,524 | 2,747 | 2,908 | 2,436 | 2,569 | 2,595 | 2,703 | 2,914 | 3,057 | 3,212 |
| COE | 452 | 493 | 526 | 433 | 442 | 426 | 450 | 471 | 502 | 524 |
| GOS and GMI | 680 | 684 | 723 | 905 | 957 | 1,013 | 908 | 967 | 1,028 | 1,077 |
| Taxes less subsidies on production | -39 | -43 | -45 | -65 | -70 | -53 | -77 | -88 | -83 | -88 |
| GVA | **1,092** | **1,134** | **1,204** | **1,273** | **1,329** | **1,386** | **1,281** | **1,350** | **1,446** | **1,514** |
| As a per cent of GDP | **0.08** | **0.08** | **0.08** | **0.08** | **0.08** | **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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Libraries and archives | 2009–10$m | 2010–11$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 |
| Output | 1,308 | 1,424 | 1,507 | 1,428 | 1,447 | 1,450 | 1,520 | 1,555 | 1,678 | 1,763 |
| COE | 425 | 464 | 496 | 494 | 504 | 457 | 483 | 604 | 626 | 655 |
| GOS and GMI | 410 | 370 | 350 | 515 | 533 | 512 | 497 | 376 | 438 | 373 |
| Taxes less subsidies on production | 12 | 13 | 14 | 11 | 11 | 13 | 13 | 12 | 15 | 16 |
| GVA | **848** | **846** | **859** | **1,020** | **1,049** | **982** | **993** | **992** | **1,079** | **1,044** |
| As a per cent of GDP | **0.07** | **0.06** | **0.06** | **0.07** | **0.07** | **0.06** | **0.06** | **0.06** | **0.06** | **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 8.

## Figure 18. GVA, cultural and creative activity in libraries and archives, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Literature and print media | 2009–10$m | 2010–11$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 |
| Output | 23,131 | 25,182 | 26,653 | 20,331 | 19,980 | 17,780 | 18,054 | 17,555 | 15,984 | 16,795 |
| COE | 6,008 | 6,552 | 7,001 | 6,007 | 5,836 | 5,884 | 5,757 | 5,738 | 5,435 | 5,681 |
| GOS and GMI | 5,911 | 5,424 | 5,205 | 4,544 | 3,853 | 3,736 | 3,330 | 2,853 | 2,355 | 2,078 |
| Taxes less subsidies on production | 231 | 251 | 266 | 225 | 238 | 264 | 234 | 235 | 229 | 241 |
| GVA | **12,151** | **12,228** | **12,472** | **10,776** | **9,927** | **9,884** | **9,320** | **8,826** | **8,019** | **7,999** |
| As a per cent of GDP | **0.94** | **0.87** | **0.84** | **0.71** | **0.62** | **0.61** | **0.56** | **0.50** | **0.44** | **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 9.

## Figure 19. GVA, cultural and creative activity in literature and print media, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Literature and print media | 2009–10$m | 2010–11$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 |
| Output | 22,724 | 24,738 | 26,184 | 19,963 | 19,600 | 17,495 | 17,749 | 17,250 | 15,709 | 16,505 |
| COE | 5,860 | 6,391 | 6,828 | 5,872 | 5,703 | 5,748 | 5,628 | 5,611 | 5,314 | 5,555 |
| GOS and GMI | 5,852 | 5,378 | 5,168 | 4,493 | 3,816 | 3,702 | 3,310 | 2,832 | 2,339 | 2,064 |
| Taxes less subsidies on production | 227 | 247 | 261 | 221 | 234 | 259 | 230 | 231 | 225 | 237 |
| GVA | **11,938** | **12,016** | **12,257** | **10,586** | **9,752** | **9,709** | **9,168** | **8,674** | **7,879** | **7,856** |
| As a per cent of GDP | **0.92** | **0.85** | **0.82** | **0.69** | **0.61** | **0.60** | **0.56** | **0.49** | **0.43** | **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 10.

## Table 11. Creative activity in literature and print media, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Literature and print media | 2009–10$m | 2010–11$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 |
| Output | 12,569 | 13,683 | 14,482 | 9,774 | 9,103 | 8,878 | 8,501 | 7,873 | 6,749 | 7,091 |
| COE | 2,644 | 2,883 | 3,080 | 2,693 | 2,538 | 2,505 | 2,432 | 2,406 | 2,196 | 2,295 |
| GOS and GMI | 4,567 | 4,309 | 4,212 | 3,269 | 2,817 | 2,764 | 2,662 | 2,097 | 1,653 | 1,428 |
| Taxes less subsidies on production | 97 | 106 | 112 | 95 | 101 | 111 | 91 | 92 | 87 | 91 |
| GVA | **7,308** | **7,298** | **7,405** | **6,057** | **5,455** | **5,380** | **5,185** | **4,595** | **3,935** | **3,814** |
| As a per cent of GDP | **0.57** | **0.52** | **0.50** | **0.40** | **0.34** | **0.33** | **0.31** | **0.26** | **0.21** | **0.20** |

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, Table 11.

## Table 12. Cultural and creative activity in performing arts, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Performing arts | 2009–10$m | 2010–11$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 |
| Output | 3,612 | 3,932 | 4,162 | 3,487 | 3,677 | 3,714 | 3,869 | 4,170 | 4,376 | 4,597 |
| COE | 742 | 809 | 865 | 711 | 727 | 700 | 739 | 774 | 824 | 861 |
| GOS and GMI | 808 | 802 | 846 | 1,123 | 1,192 | 1,271 | 1,122 | 1,198 | 1,272 | 1,334 |
| Taxes less subsidies on production | -55 | -60 | -64 | -92 | -99 | -75 | -108 | -123 | -117 | -123 |
| GVA | **1,495** | **1,551** | **1,647** | **1,742** | **1,819** | **1,896** | **1,753** | **1,848** | **1,979** | **2,072** |
| As a per cent of GDP | **0.12** | **0.11** | **0.11** | **0.11** | **0.11** | **0.12** | **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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Design | 2009–10$m | 2010–11$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 |
| Output | 59,204 | 64,452 | 68,217 | 72,790 | 74,043 | 75,772 | 80,308 | 85,909 | 92,105 | 96,775 |
| COE | 19,500 | 21,267 | 22,723 | 25,775 | 26,018 | 26,953 | 29,609 | 30,806 | 33,299 | 34,807 |
| GOS and GMI | 10,238 | 10,809 | 12,428 | 9,737 | 9,542 | 10,180 | 7,631 | 9,162 | 9,736 | 9,250 |
| Taxes less subsidies on production | 757 | 824 | 873 | 855 | 896 | 981 | 1,034 | 1,093 | 1,142 | 1,200 |
| GVA | **30,496** | **32,900** | **36,023** | **36,368** | **36,455** | **38,113** | **38,274** | **41,060** | **44,177** | **45,257** |
| As a per cent of GDP | **2.36** | **2.34** | **2.42** | **2.38** | **2.29** | **2.36** | **2.32** | **2.34** | **2.40** | **2.34** |

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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Design | 2009–10$m | 2010–11$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 |
| Output | 22,914 | 24,945 | 26,402 | 26,551 | 27,812 | 28,162 | 29,260 | 31,634 | 33,808 | 35,522 |
| COE | 5,939 | 6,477 | 6,921 | 8,073 | 8,452 | 8,454 | 9,701 | 10,329 | 11,023 | 11,522 |
| GOS and GMI | 2,749 | 2,893 | 3,351 | 3,121 | 2,679 | 2,831 | 1,907 | 2,402 | 2,465 | 2,284 |
| Taxes less subsidies on production | 295 | 322 | 340 | 328 | 345 | 379 | 375 | 396 | 419 | 441 |
| GVA | **8,984** | **9,692** | **10,612** | **11,522** | **11,476** | **11,664** | **11,983** | **13,127** | **13,907** | **14,247** |
| As a per cent of GDP | **0.69** | **0.69** | **0.71** | **0.75** | **0.72** | **0.72** | **0.73** | **0.75** | **0.76** | **0.74** |

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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Broadcasting, electronic or digital media, and film | 2009–10$m | 2010–11$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 |
| Output | 19,331 | 21,045 | 22,274 | 22,078 | 21,709 | 23,007 | 23,951 | 23,947 | 23,483 | 24,673 |
| COE | 3,891 | 4,244 | 4,534 | 4,444 | 4,434 | 4,673 | 4,998 | 4,895 | 5,035 | 5,263 |
| GOS and GMI | 4,182 | 3,810 | 3,649 | 4,199 | 4,205 | 4,337 | 4,484 | 4,282 | 4,221 | 3,685 |
| Taxes less subsidies on production | 188 | 205 | 217 | 197 | 209 | 232 | 234 | 244 | 245 | 257 |
| GVA | **8,262** | **8,258** | **8,400** | **8,840** | **8,848** | **9,243** | **9,716** | **9,421** | **9,501** | **9,205** |
| As a per cent of GDP | **0.64** | **0.59** | **0.56** | **0.58** | **0.56** | **0.57** | **0.59** | **0.54** | **0.52** | **0.48** |

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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Broadcasting, electronic or digital media, and film | 2009–10$m | 2010–11$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 |
| Output | 18,788 | 20,453 | 21,648 | 21,395 | 21,030 | 22,347 | 23,307 | 23,271 | 22,781 | 23,937 |
| COE | 3,693 | 4,027 | 4,303 | 4,168 | 4,154 | 4,397 | 4,718 | 4,619 | 4,744 | 4,959 |
| GOS and GMI | 4,244 | 3,881 | 3,713 | 4,321 | 4,349 | 4,474 | 4,629 | 4,416 | 4,363 | 3,831 |
| Taxes less subsidies on production | 184 | 200 | 212 | 193 | 204 | 227 | 229 | 239 | 239 | 251 |
| GVA | **8,121** | **8,109** | **8,228** | **8,681** | **8,707** | **9,098** | **9,575** | **9,274** | **9,345** | **9,040** |
| As a per cent of GDP | **0.63** | **0.58** | **0.55** | **0.57** | **0.55** | **0.56** | **0.58** | **0.53** | **0.51** | **0.47** |

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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Music composition and publishing | 2009–10$m | 2010–11$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 |
| Output | 346 | 377 | 399 | 433 | 418 | 467 | 494 | 512 | 479 | 503 |
| COE | 84 | 92 | 98 | 96 | 98 | 102 | 113 | 114 | 120 | 126 |
| GOS and GMI | 29 | 21 | 16 | 23 | 25 | 21 | 29 | 35 | 21 | 10 |
| Taxes less subsidies on production | 5 | 5 | 6 | 5 | 6 | 6 | 6 | 7 | 7 | 7 |
| GVA | **118** | **118** | **120** | **125** | **129** | **129** | **148** | **156** | **148** | **143** |
| 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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Visual arts and crafts | 2009–10$m | 2010–11$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 |
| Output | 3,963 | 4,314 | 4,567 | 4,392 | 4,355 | 4,405 | 4,693 | 4,735 | 4,893 | 5,142 |
| COE | 1,246 | 1,359 | 1,452 | 1,491 | 1,520 | 1,553 | 1,690 | 1,748 | 1,782 | 1,863 |
| GOS and GMI | 579 | 575 | 620 | 680 | 602 | 620 | 589 | 649 | 689 | 660 |
| Taxes less subsidies on production | 57 | 62 | 66 | 59 | 63 | 70 | 70 | 72 | 72 | 76 |
| GVA | **1,882** | **1,996** | **2,137** | **2,230** | **2,185** | **2,242** | **2,349** | **2,469** | **2,543** | **2,599** |
| As a per cent of GDP | **0.15** | **0.14** | **0.14** | **0.15** | **0.14** | **0.14** | **0.14** | **0.14** | **0.14** | **0.13** |

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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Fashion | 2009–10$m | 2010–11$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 |
| Output | 21,209 | 23,089 | 24,438 | 22,003 | 21,318 | 21,441 | 22,485 | 22,971 | 23,279 | 24,459 |
| COE | 6,613 | 7,212 | 7,706 | 7,606 | 7,516 | 7,716 | 8,029 | 8,195 | 8,199 | 8,570 |
| GOS and GMI | 5,304 | 5,342 | 5,634 | 5,185 | 5,190 | 5,137 | 5,325 | 5,602 | 5,846 | 5,744 |
| Taxes less subsidies on production | 325 | 354 | 374 | 331 | 350 | 389 | 387 | 400 | 399 | 419 |
| GVA | **12,242** | **12,908** | **13,715** | **13,122** | **13,056** | **13,242** | **13,741** | **14,197** | **14,443** | **14,732** |
| As a per cent of GDP | **0.95** | **0.92** | **0.92** | **0.86** | **0.82** | **0.82** | **0.83** | **0.81** | **0.79** | **0.76** |

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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Other culture goods manufacturing and sales | 2009–10$m | 2010–11$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 |
| Output | 2,524 | 2,748 | 2,908 | 2,583 | 2,630 | 2,227 | 2,403 | 2,439 | 2,355 | 2,474 |
| COE | 511 | 557 | 595 | 560 | 560 | 575 | 593 | 599 | 599 | 626 |
| GOS and GMI | 345 | 337 | 351 | 380 | 363 | 359 | 337 | 358 | 363 | 357 |
| Taxes less subsidies on production | 35 | 39 | 41 | 35 | 37 | 41 | 39 | 39 | 39 | 41 |
| GVA | **891** | **933** | **987** | **976** | **960** | **974** | **969** | **996** | **1,001** | **1,025** |
| As a per cent of GDP | **0.07** | **0.07** | **0.07** | **0.06** | **0.06** | **0.06** | **0.06** | **0.06** | **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, 2009–10 to 2018–19



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, 2009–10 to 2018–19

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Supporting activities | 2009–10$m | 2010–11$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 |
| Output | 1,142 | 1,244 | 1,316 | 1,418 | 1,495 | 1,564 | 1,761 | 1,868 | 1,943 | 2,041 |
| COE | 726 | 792 | 846 | 917 | 955 | 995 | 1,044 | 1,080 | 1,129 | 1,180 |
| GOS and GMI | 114 | 127 | 123 | 102 | 114 | 118 | 117 | 121 | 127 | 132 |
| Taxes less subsidies on production | 12 | 13 | 13 | 11 | 12 | 10 | 12 | 13 | 11 | 12 |
| GVA | **852** | **932** | **982** | **1,030** | **1,081** | **1,124** | **1,173** | **1,214** | **1,267** | **1,324** |
| 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, 2009–10 to 2018–19



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 2009–10 and 2018–19 | * Cultural and creative activity in Australia grew to $115.8 billion in 2018–19, an increase of $24.9 billion or 27.4 per cent over the last 10 years.
* As a share of GDP, cultural and creative activity declined by 1.0 percentage point, from 7.0 per cent in 2009–10 to 6.0 per cent in 2018–19.
* Examining the breakdown of cultural and creative activity:
	+ Cultural activity grew from $53.7 billion in 2009–10 to $65.1 billion in 2018–19, while its share of GDP declined from 4.2 per cent to 3.4 per cent over this period.
	+ Creative activity increased from $80.2 billion in 2009–10 to $103.2 billion in 2018–19, while its share of GDP declined from 6.2 per cent to 5.3 per cent over this period.
 |
| Figure 1. Cultural and creative activity, 2018–19 | * Cultural and creative activity can be measured separately or as both cultural and creative activity.
* Cultural activity contributed $65.1 billion or 3.4 per cent to GDP in 2018–19, while creative activity contributed $103.2 billion or 5.3 per cent to GDP in 2018–19.
	+ There is considerable overlap of industries and occupations common with these segments. Activity identified as both cultural and creative accounted for $52.4 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 2018–19 | * The value of cultural and creative activity in industries considered to be cultural or creative was $87.7 billion in 2018–19. The largest components were design at $45.3 billion, fashion at $14.7 billion, and broadcasting, electronic or digital media, and film at $9.2 billion.
 |
| Figure 3. Cultural and creative activity, 2009–10 to 2018–19 | * Cultural and creative activity increased by $24.9 billion or 27.4 per cent from $91.0 billion in 2009–10 to $115.8 billion in 2018–19. This growth was driven by an increase of $16.8 billion in GVA from cultural and creative industries—primarily from activities within professional, scientific and technical services.
 |
| Table 2. Cultural and creative activity, share of GDP, 2009–10 to 2018–19 | * Cultural and creative activity, on a satellite accounts basis, consists of four components:
	+ Gross value added (GVA) from cultural and creative industries increased by $16.8 billion or 23.7 per cent, from $70.9 billion in 2009–10 to $87.7 billion in 2018–19. Net taxes on products attributable to cultural and creative industries increased over the period by 16.2 per cent or $713 million.
	+ Compensation of employees (COE) received by individuals working in cultural and creative occupations that are outside industries identified as cultural and creative was $23.0 billion in 2018–19. This grew by $7.4 billion or 47.0 per cent over the period.
	+ The value of volunteer services to arts and heritage organisations was $1.0 billion in 2018–19, $219 million more than in 2009–10.
	+ Non‑market output of market producers in cultural and creative industries was $91 million in 2018–19, an increase of $17 million compared to 2009–10.
 |
| Figure 4. Cultural and creative activity relative to nominal GDP | * 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 2009–10. The area above the line represents growth whereas the area below the line represents a contraction since 2009–10. 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, 2009–10 to 2018–19 | * Cultural and creative activity as a share of GDP declined by 1.0 percentage points over the period, from 7.0 per cent in 2009–10 to 6.0 per cent in 2018–19.
 |
| Table 3. Cultural and creative activity, GVA by industry division, 2009–10 to 2018–19 | * Cultural and creative activity increased significantly in absolute terms within the industry division of professional, scientific and technical services with an increase of $15.0 billion or 48.6 per cent over the period; followed by retail trade at $3.3 billion or 33.1 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.
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| Figure 6. GVA change by division, cultural and creative industries, 2009–10 to 2018–19 | * See notes above.
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| Figure 7. GVA change of cultural and creative industries in manufacturing, 2009–10 to 2018–19 | * Five out of six cultural and creative industries within the manufacturing industry division experienced a decline from 2009-10 to 2018–19.
* Printing fell by $1.1 billion or 30.1 per cent, while clothing manufacturing fell by $779 million or 53.2 per cent over the period.
 |
| Figure 7a. GVA change of cultural and creative industries in information media and telecommunications, 2009–10 to 2018–19 | * Publishing industries within the information media and telecommunications industry division have experienced declines from 2009–10 to 2018–19.
* 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 | * When each industry division’s growth is compared with the pace of the economy as a whole, only two industry divisions were similar to the rest of the economy by the end of the 10-year period.
* Growth of cultural and creative activity in education and training outpaced the economy by 4.1 percentage points and growth of cultural and creative activity in professional, scientific and technical services was just under the economy by -0.5 percentage points in 2018–19.
* The dotted line at 100, represents the base year index of 2009–10. As noted earlier, the area above the line represents growth whereas the area below the line represents a contraction since 2009–10. If an industry division grew but did not outpace the economy as a whole, as did four out of the eight industry divisions (as shown in 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, 2009–10 to 2018–19 | * Cultural activity increased by $11.3 billion or 21.1 per cent from $53.7 billion in 2009–10 to $65.1 billion in 2018–19.
	+ GVA for cultural industries increased by $4.9 billion or 13.2 per cent from $36.9 billion in 2009–10 to $41.8 billion in 2018–19. Net taxes on products attributable to cultural industries increased by $640 million or 14.3 per cent from 2009–10 to 2018–19.
	+ COE received by individuals working in cultural occupations that are outside industries identified as cultural was $18.1 billion in 2018–19. This has grown by $5.8 billion or 47.1 per cent over the period.
	+ The value of volunteer services to arts and heritage organisations was $1.0 billion in 2018–19, $219 million more than 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 cultural industries was $55 million in 2018–19, a decrease of $2 million compared to 2009–10.
 |
| Figure 9. GVA by domain, cultural industries, 2018–19 ($m) | * Cultural activity represents a smaller share of total GVA compared to cultural and creative activity and primarily consists of design at $14.2 billion, broadcasting, electronic or digital media, and film at $9.2 billion, and literature and print media at $7.9 billion in 2018–19.
 |
| Figure 10. Cultural activity, share of GDP, 2009–10 to 2018–19 | * Cultural activity, as a share of GDP, declined by 0.8 percentage points, from 4.2 per cent in 2009–10 to 3.4 per cent in 2018–19.
 |
| Table 5. Creative activity, share of GDP, 2009–10 to 2018–19 | * Creative activity increased by $23.0 billion or 28.7 per cent from $80.2 billion in 2009–10 to $103.2 billion in 2018–19.
	+ GVA for creative industries increased by $16.4 billion or 26.0 per cent from $63.1 billion in 2009–10 to $79.5 billion in 2018–19. Net taxes on products attributable to creative industries increased by $581 million or 14.3 per cent from 2009–10 to 2018–19.
	+ COE received by individuals working in creative occupations that are outside industries identified as creative was $19.1 billion in 2018–19. This has grown by 46.4 per cent during the period.
	+ The value of volunteer services to arts and heritage organisations was $1.0 billion in 2018–19, $219 million more than in 2009–10. This value is identical to the total cultural and creative value of volunteer services because all arts and heritage organisations are creative.
	+ Non market output of market producers in the creative industries was $56 million in 2018–19, a decrease of $4 million compared to 2009–10.
 |
| Figure 11. GVA by domain, creative industries, 2018–19 ($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 $45.3 billion, fashion at $14.7 billion, and broadcasting, electronic or digital media, and film at $9.0 billion in 2018–19.
 |
| Figure 12. Creative activity, share of GDP, 2009–10 to 2018–19 | * Creative activity as a share of GDP declined by 0.9 percentage points, from 6.2 percent in 2009–10 to 5.3 per cent in 2018–19.
 |
| Figure 13. Contribution of cultural and creative activity, GVA (by domain), net taxes on products and COE in other industries, 2009–10 and 2018–19 | * 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 5.5 percentage points as a share of total activity, from 33.5 per cent in 2009–10 to 39.1 per cent in 2018–19. Fashion, the second largest domain as a share of cultural and creative activity declined by 0.7 percentage points, from 13.5 per cent in 2009–10 to 12.7 per cent in 2018–19. The share of broadcasting, electronic or digital media, and film has also declined, down from 9.1 per cent in 2009–10 to 7.9 per cent in 2018–19. Literature and print media, the second largest domain in 2009–10 at 13.4 per cent dropped to 6.9 per cent and became the fourth largest domain of cultural and creative activity in 2018–19.
* These four domains, in total, contributed 66.6 per cent of cultural and creative activity. All other domains had a much smaller impact at 9.1 per cent in 2018–19. The remaining 24.3 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, 2009–10 to 2018–19 | * Eleven of the twelve domains experienced growth from 2009–10 to 2018–19. Design had the strongest growth of 48.4 per cent or $14.8 billion. The only domain to decline in absolute terms was literature and print media which decreased by 34.2 per cent or $4.2 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; only supporting activities outpaced the economy.
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| Table 6. Cultural and creative activity in museums, 2009–10 to 2018–19 | * GVA of cultural and creative activity in museums increased by $215 million or 38.6 per cent from 2009–10 to 2018–19. As a share of GDP, it has remained relatively flat over the period.
 |
| Figure 16. GVA, cultural and creative activity in museums, 2009–10 to 2018–19 | * See notes above.
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| Table 7. Cultural and creative activity in environmental heritage, 2009–10 to 2018–19 | * GVA of cultural and creative activity in environmental heritage increased by $421 million or 38.6 per cent from 2009–10 to 2018–19. As a share of GDP, it has remained relatively flat over the period.
 |
| Figure 17. Cultural and creative activity in environmental heritage, 2009–10 to 2018–19 | * See notes above.
 |
| Table 8. Cultural and creative activity in libraries and archives, 2009–10 to 2018–19 | * GVA of cultural and creative activity in libraries and archives has increased by $196 million or 23.2 per cent from 2009–10 to 2018–19. However, as a share of GDP, it has decreased from 0.07 per cent in 2009–10 to 0.05 per cent in 2018–19.
 |
| Figure 18. GVA, cultural and creative activity in libraries and archives, 2009–10 to 2018–19 | * See notes above.
 |
| Table 9. Cultural and creative activity in literature and print media, 2009–10 to 2018–19 | * GVA of cultural and creative activity in literature and print media has declined by $4.2 billion or 34.2 per cent from 2009–10 to 2018–19. As a share of GDP, literature and print media has more than halved during this period, from 0.9 per cent in 2009–10 to 0.4 per cent in 2018–19.
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| Figure 19. GVA, cultural and creative activity in literature and print media, 2009–10 to 2018–19 | * See notes above.
 |
| Table 10. Cultural activity in literature and print media, 2009–10 to 2018–19 | * 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 2009–10 to 2018–19 are presented in Table 10 and creative activity in Table 11.
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| Table 11. Creative activity in literature and print media, 2009–10 to 2018–19 | * See notes above.
 |
| Table 12. Cultural and creative activity in performing arts, 2009–10 to 2018–19 | * GVA of cultural and creative activity in performing arts has experienced growth of $577 million or 38.6 per cent from 2009–10 to 2018–19. As a share of GDP, it has remained relatively flat over the period.
 |
| Figure 20. GVA, cultural and creative activity in performing arts, 2009–10 to 2018–19 | * See notes above.
 |
| Table 13. Cultural and creative activity in design, 2009–10 to 2018–19 | * GVA of cultural and creative activity in design has experienced significant growth of $14.8 billion or 48.4 per cent from 2009–10 to 2018–19. As a share of GDP, it has remained relatively flat over the period.
 |
| Figure 21. GVA, cultural and creative activity in design, 2009–10 to 2018–19 | * See notes above.
 |
| Table 14. Cultural activity in design, 2009–10 to 2018–19 | * Cultural activity in design, increased from $9.0 billion in 2009–10 to $14.2 billion in 2018–19.
 |
| Table 15. Cultural and creative activity in broadcasting, electronic or digital media, and film, 2009–10 to 2018–19 | * GVA of cultural and creative activity in broadcasting, electronic or digital media, and film has increased by $944 million or 11.4 per cent from 2009–10 to 2018–19. While this domain has increased in absolute terms**,** it has decreased as a share of GDP from 0.64 per cent in 2009–10 to 0.48 per cent in 2018–19.
 |
| Figure 22. GVA, cultural and creative activity in broadcasting, electronic or digital media, and film, 2009–10 to 2018–19 | * See notes above.
 |
| Table 16. Creative activity in broadcasting, electronic or digital media, and film, 2009–10 to 2018–19 | * Creative activity in broadcasting, electronic or digital media, and film, increased from $8.1 billion in 2009–10 to $9.0 billion in 2018–19.
 |
| Table 17. Cultural and creative activity in music composition and publishing, 2009–10 to 2018–19 | * GVA of cultural and creative activity in music composition and publishing increased by $25 million or 20.8 per cent from 2009–10 to 2018–19. 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, 2009–10 to 2018–19 | * See notes above.
 |
| Table 18. Cultural and creative activity in visual arts and crafts, 2009–10 to 2018–19 | * GVA of cultural and creative activity in visual arts and crafts has experienced growth of $717 million or 38.1 per cent from 2009–10 to 2018–19. 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, 2009–10 to 2018–19 | * See notes above.
 |
| Table 19. Cultural and creative activity in fashion, 2009–10 to 2018–19 | * GVA of cultural and creative activity in fashion has increased by $2.5 billion or 20.3 per cent from 2009–10 to 2018–19. As a share of GDP, this domain has fallen by 0.18 percentage points over the period, from 0.95 per cent in 2009–10 to 0.76 per cent in 2018–19.
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| Figure 25. GVA, cultural and creative activity in fashion, 2009–10 to 2018–19 | * See notes above.
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| Table 20. Cultural and creative activity in other culture and goods manufacturing and sales, 2009–10 to 2018–19 | * GVA of cultural and creative activity in other culture and goods manufacturing has increased by $133 million or 15.0 per cent from 2009–10 to 2018–19. As a share of GDP, it has slightly declined over the period.
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| Figure 26. GVA, cultural and creative activity in other culture and goods manufacturing and sales, 2009–10 to 2018–19 | * See notes above.
 |
| Table 21. Cultural and creative activity in supporting activities, 2009–10 to 2018–19 | * GVA for supporting activities increased by $472 million or 55.5 per cent from 2009–10 to 2018–19. As a share of GDP, it has remained relatively flat over the period.
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| Figure 27. GVA, cultural and creative activity in supporting activities, 2009–10 to 2018–19 | * See notes above.
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