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Department of Infrastructure, Transport,
Regional Development and Communications



Bureau of Communications,
Arts and Regional Research

Cultural and creative activity in Australia 2009–10 to 2018–19

Visual summary

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](#) released in October 2018 and the visual summary for [Cultural and creative activity in Australia, 2008–09 to 2017–18](#) 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 activity	53,735	65,052	11,327	21.1%
As a proportion of GDP (%)	4.2	3.4	-0.8	
Creative activity	80,175	103,225	23,049	28.7%
As a proportion of GDP (%)	6.2	5.3	-0.9	
Total for cultural and creative activity ^(b)	90,963	115,843	24,880	27.4%
As a proportion of GDP (%)	7.0	6.0	-1.0	

(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.

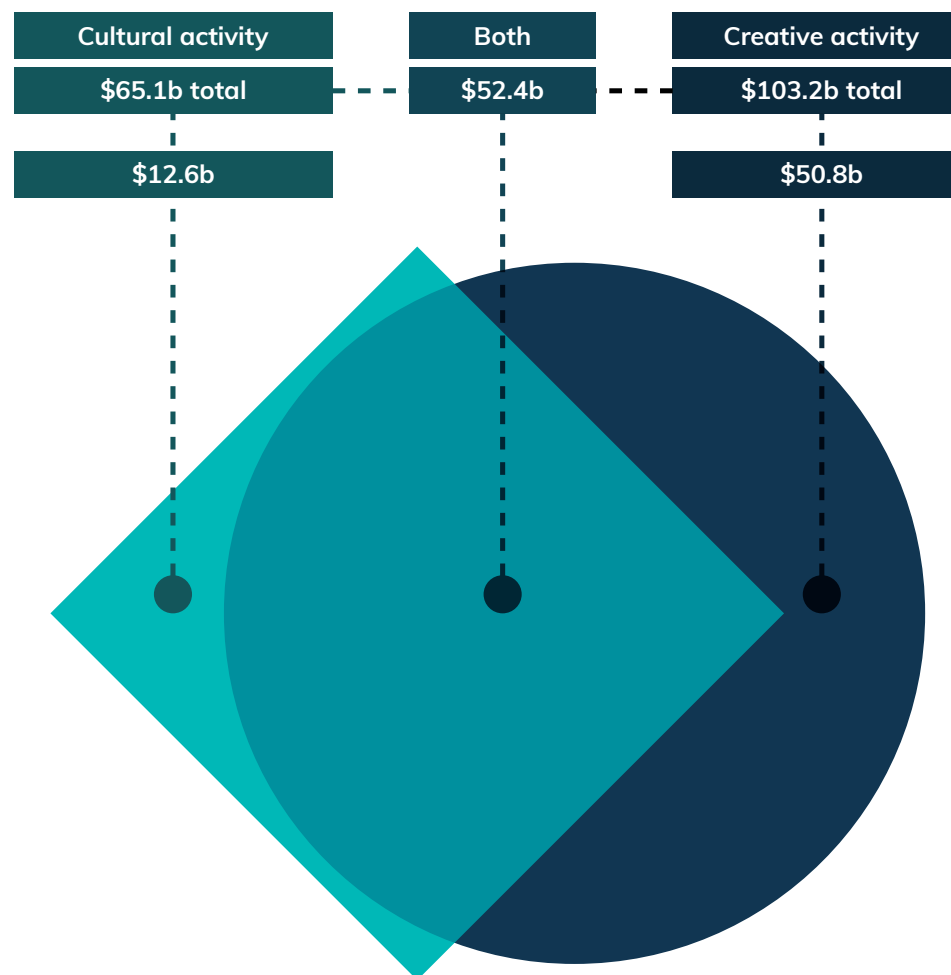


Figure 2.

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.

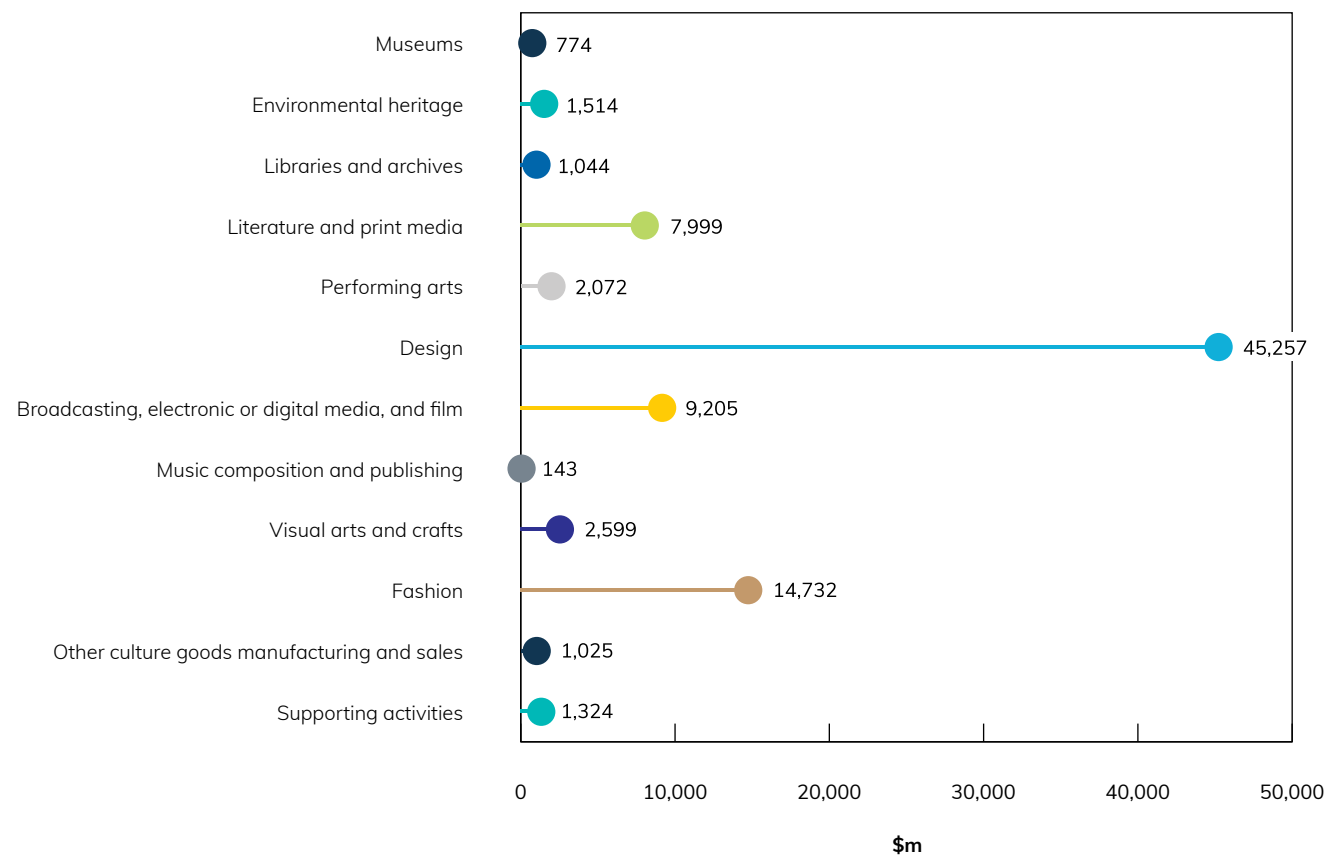


Figure 3.

Cultural and creative activity, 2009–10 to 2018–19

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.

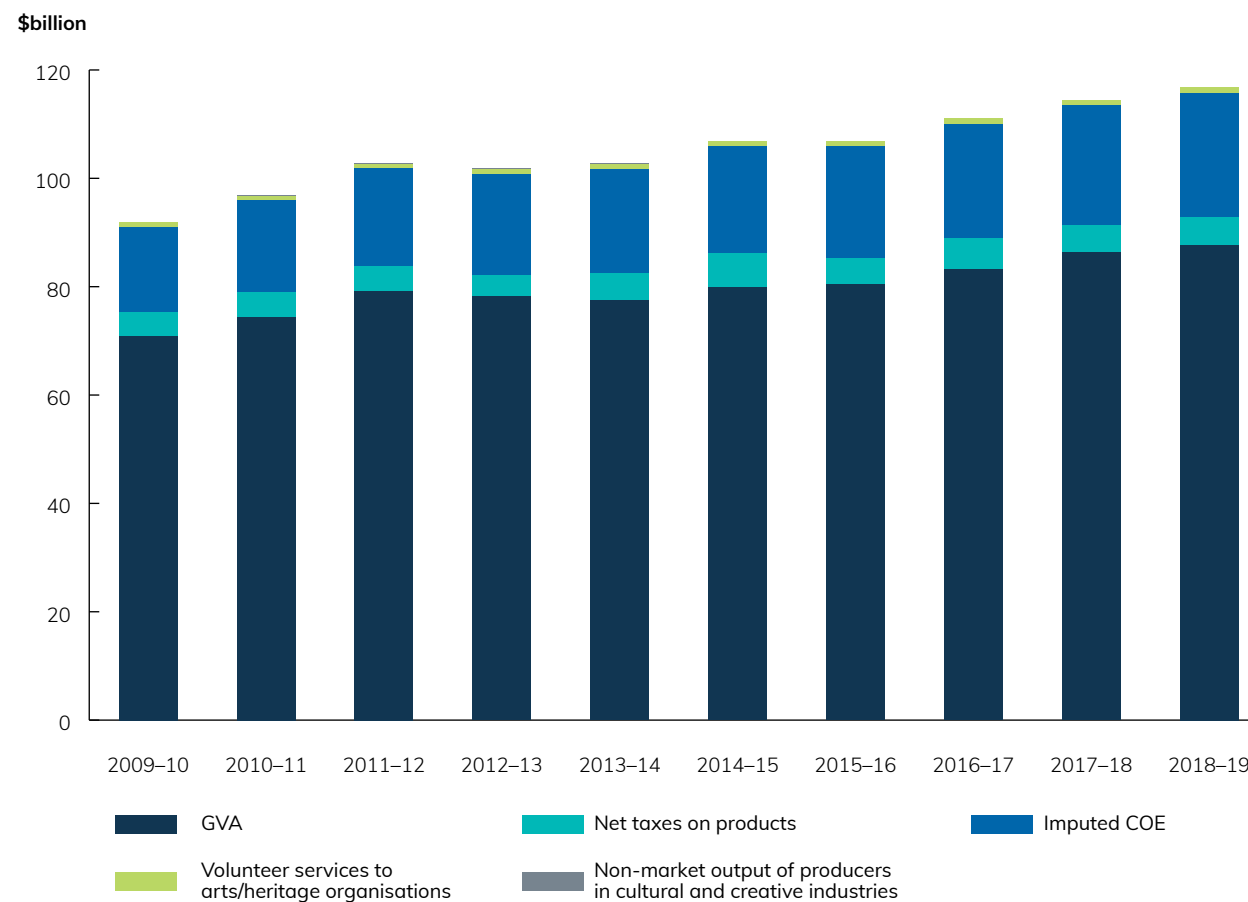


Table 2.

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.

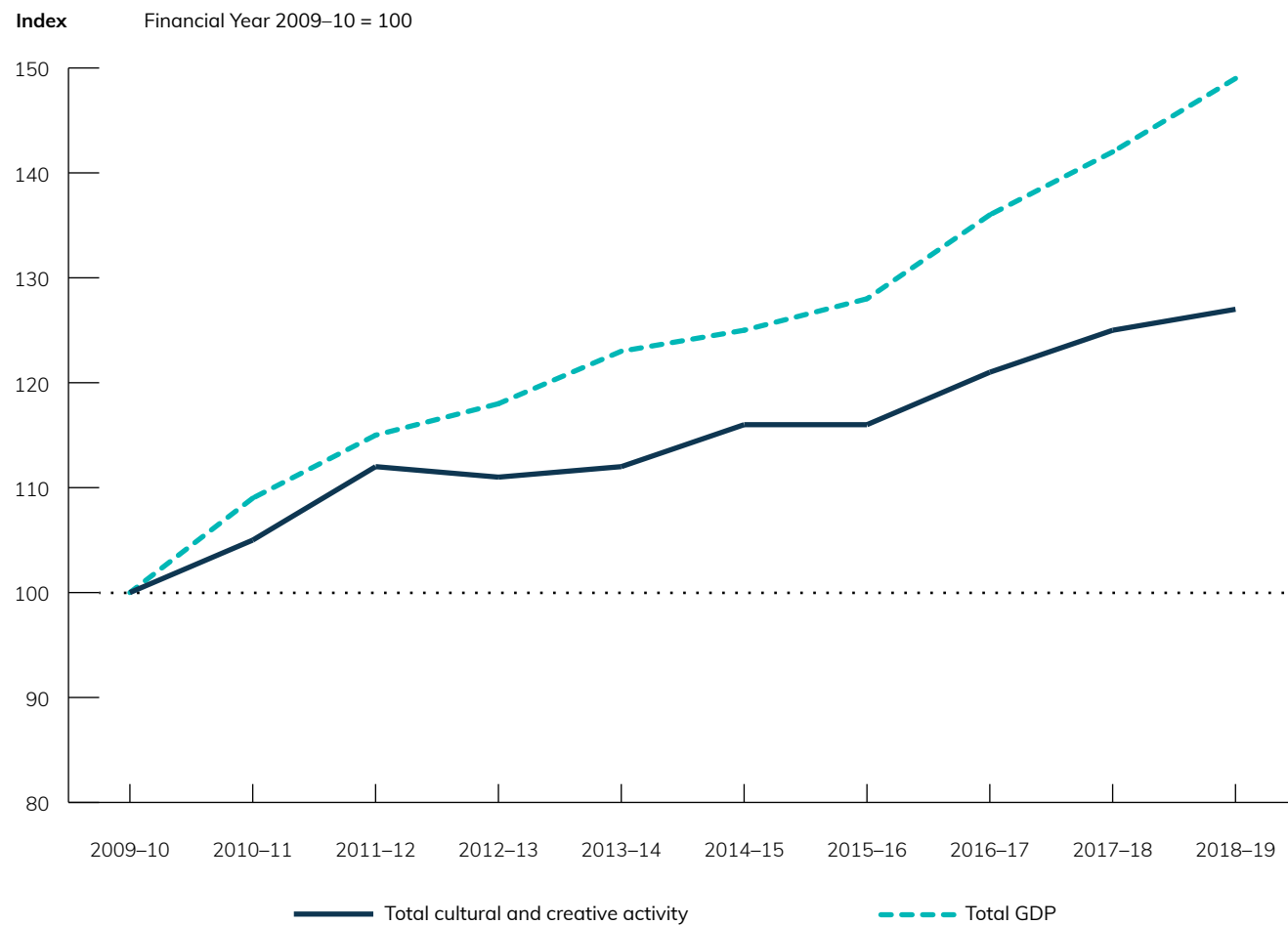


Figure 5.

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.

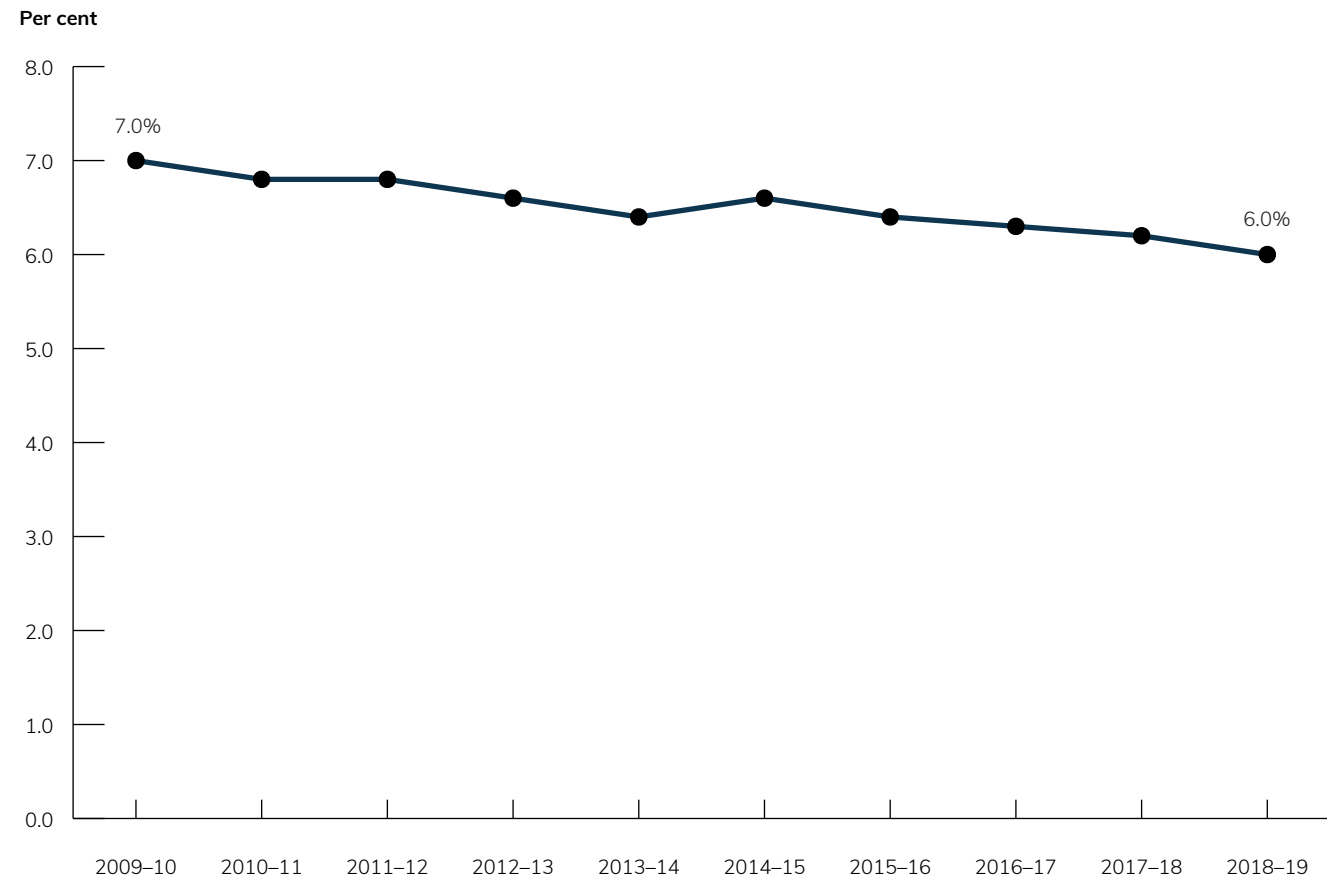


Table 3.

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.

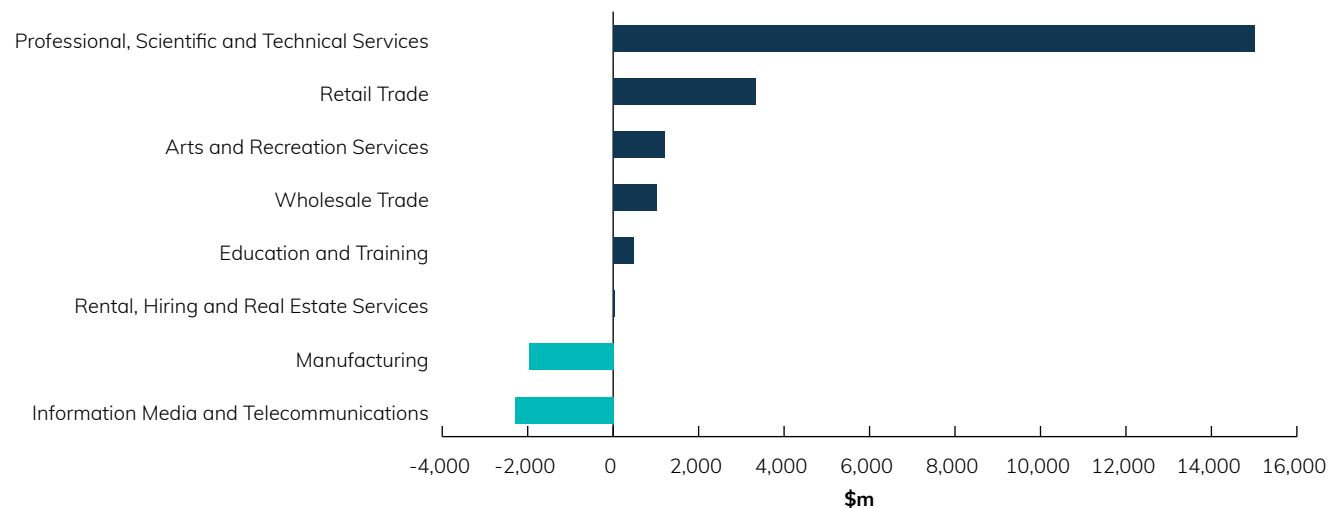


Figure 7.

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.

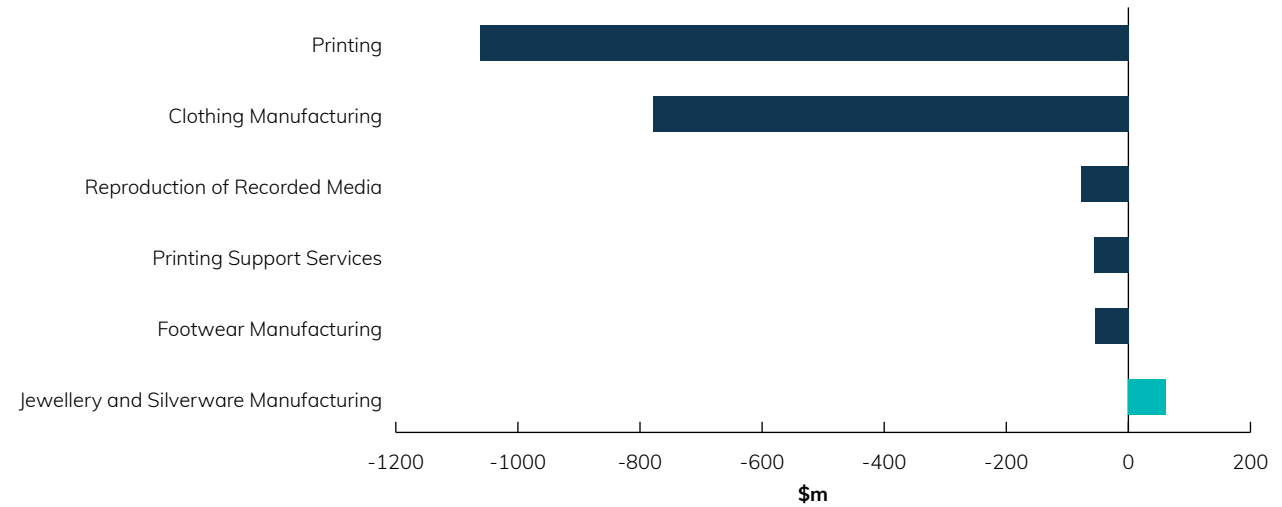


Figure 7a.

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

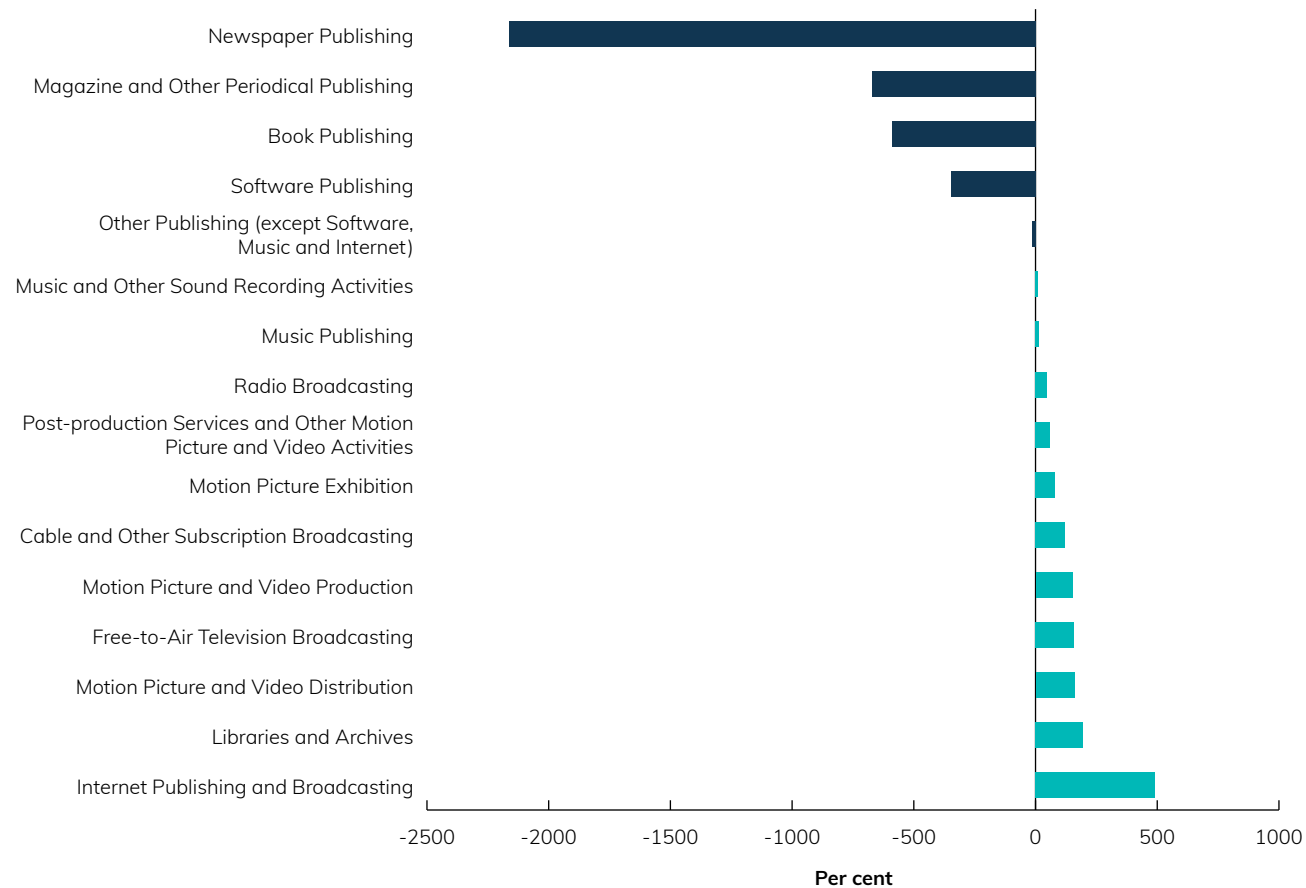


Figure 8.

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.

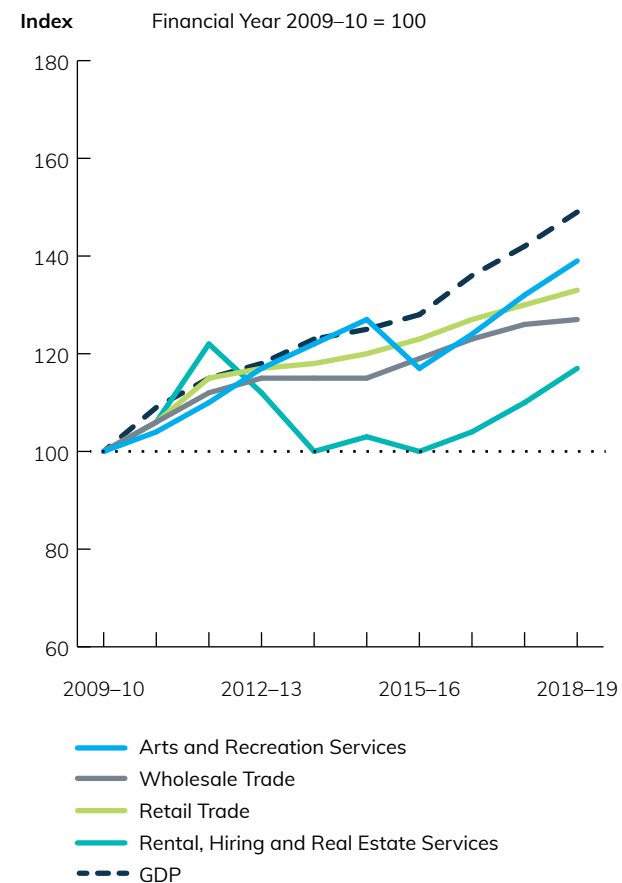
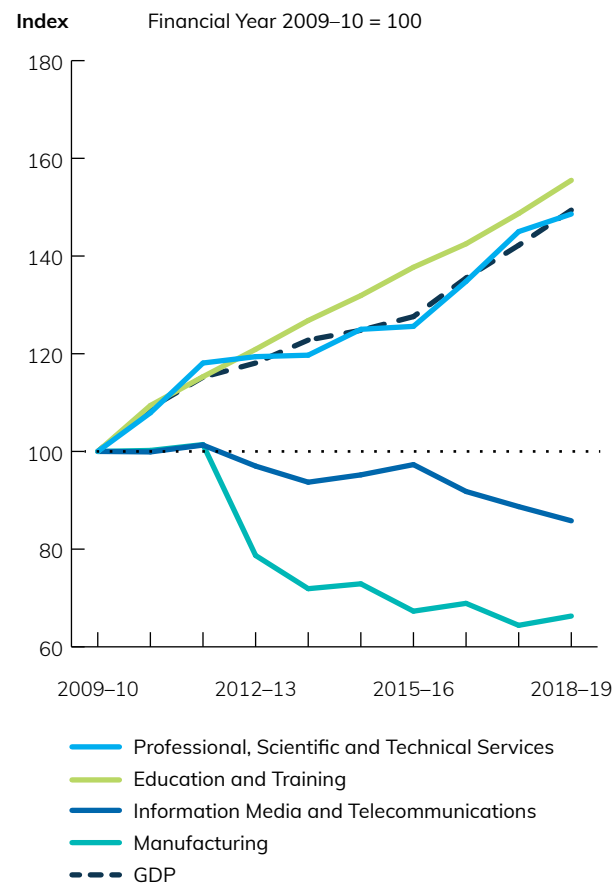


Table 4.
Cultural activity, share of GDP, 2009–10 to 2018–19

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.

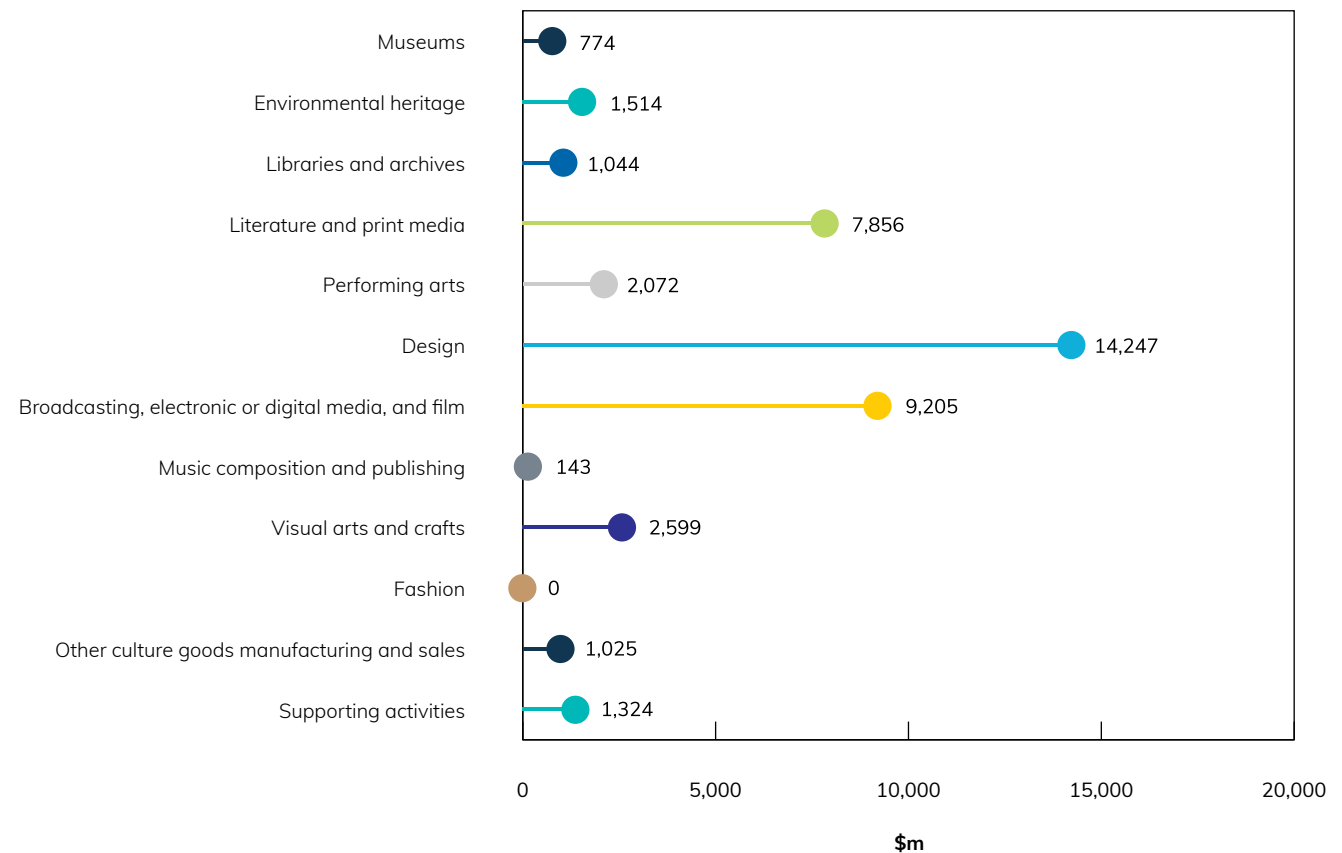


Figure 10.

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.

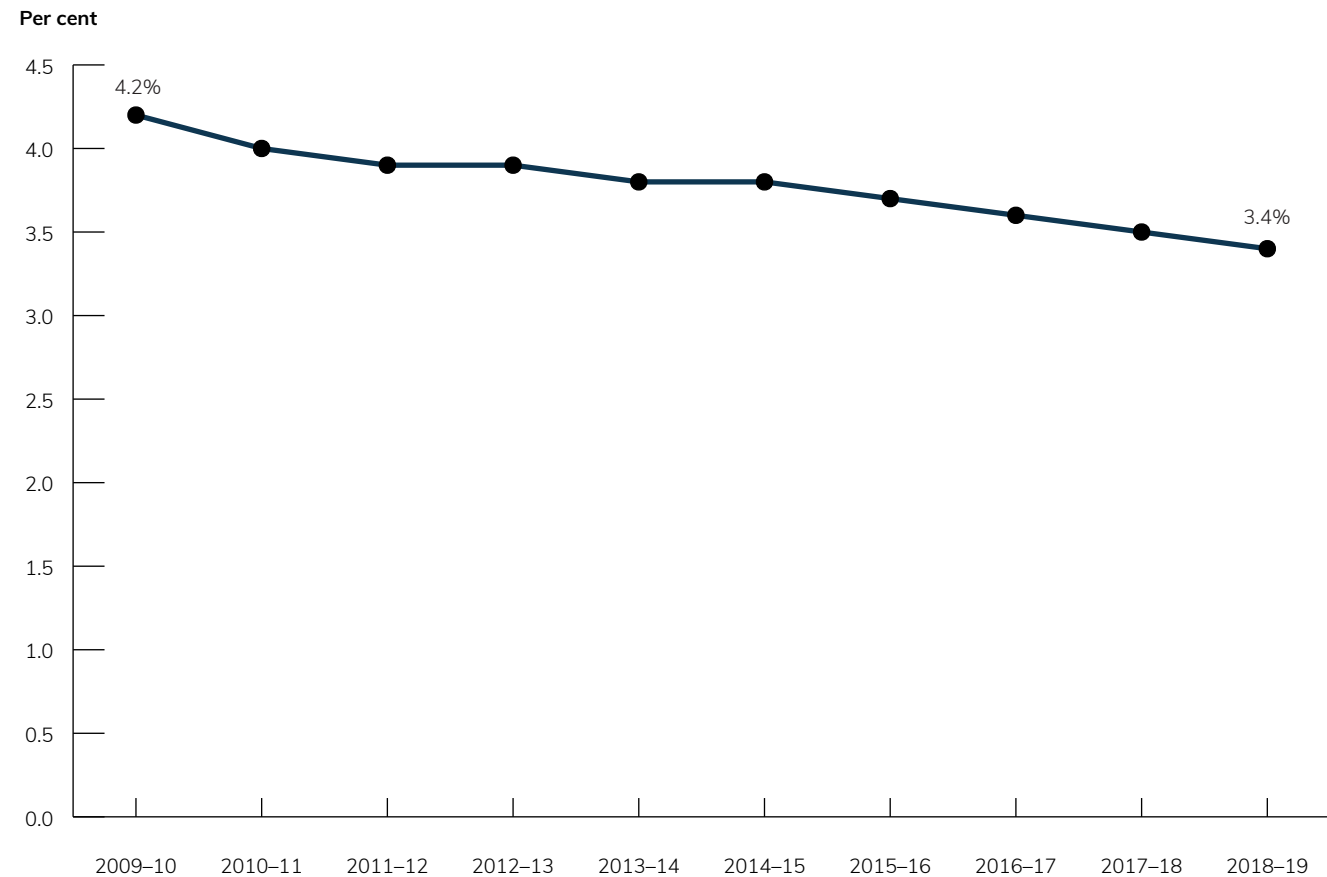


Table 5.

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.

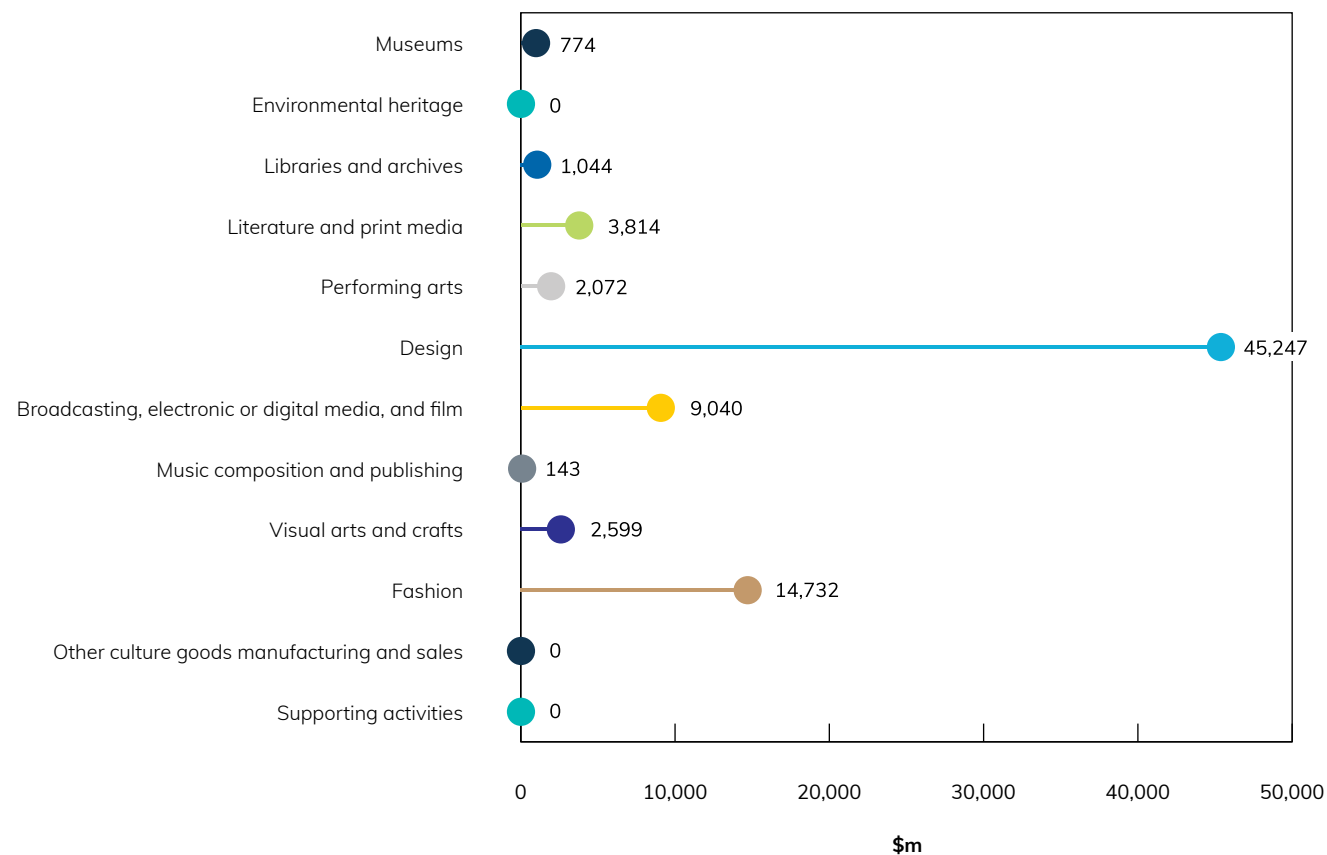


Figure 12.

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.

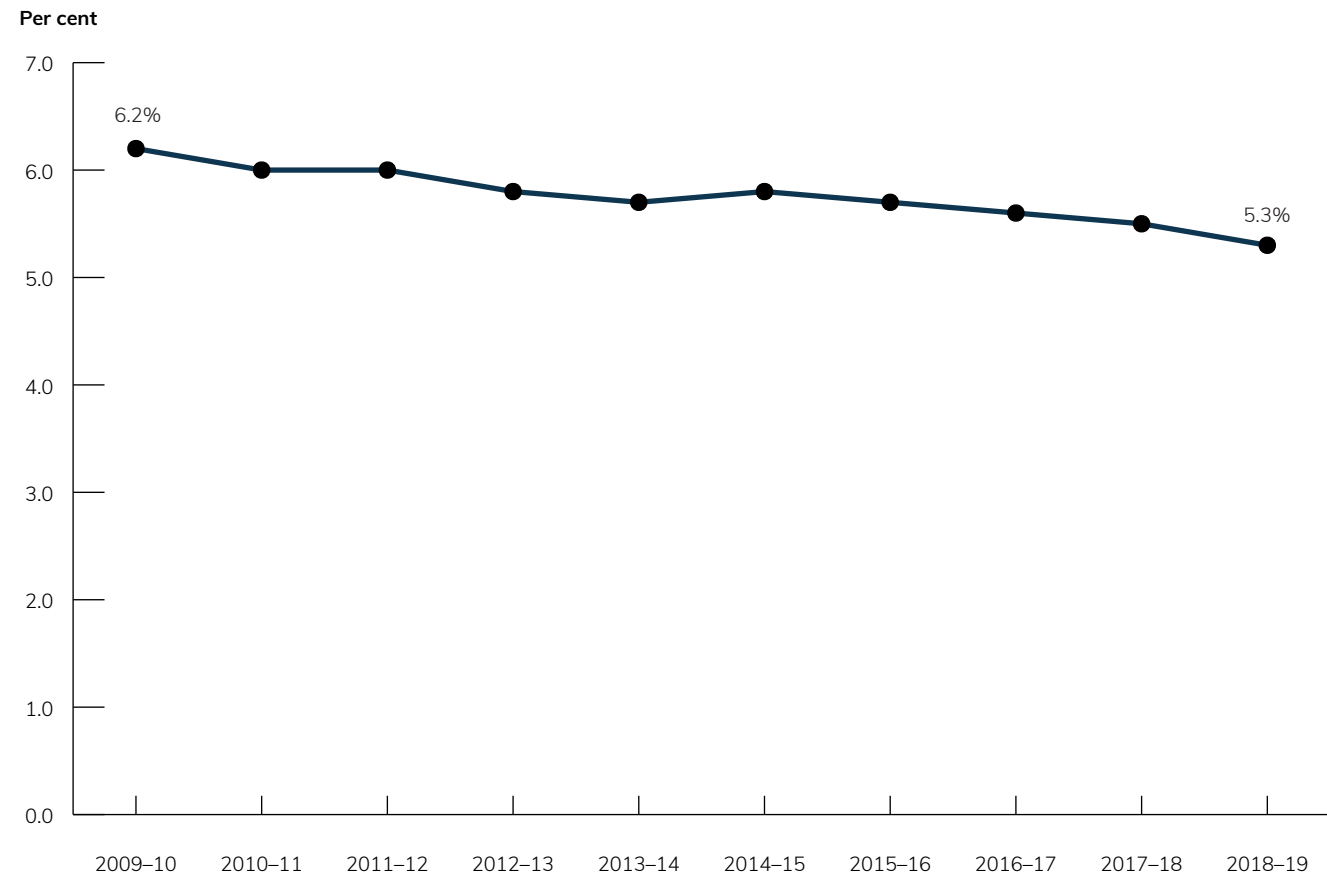


Figure 13.
Contribution of cultural and creative activity, GVA (by domain), net taxes on products, and COE in other industries, 2009–10 and 2018–19

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.

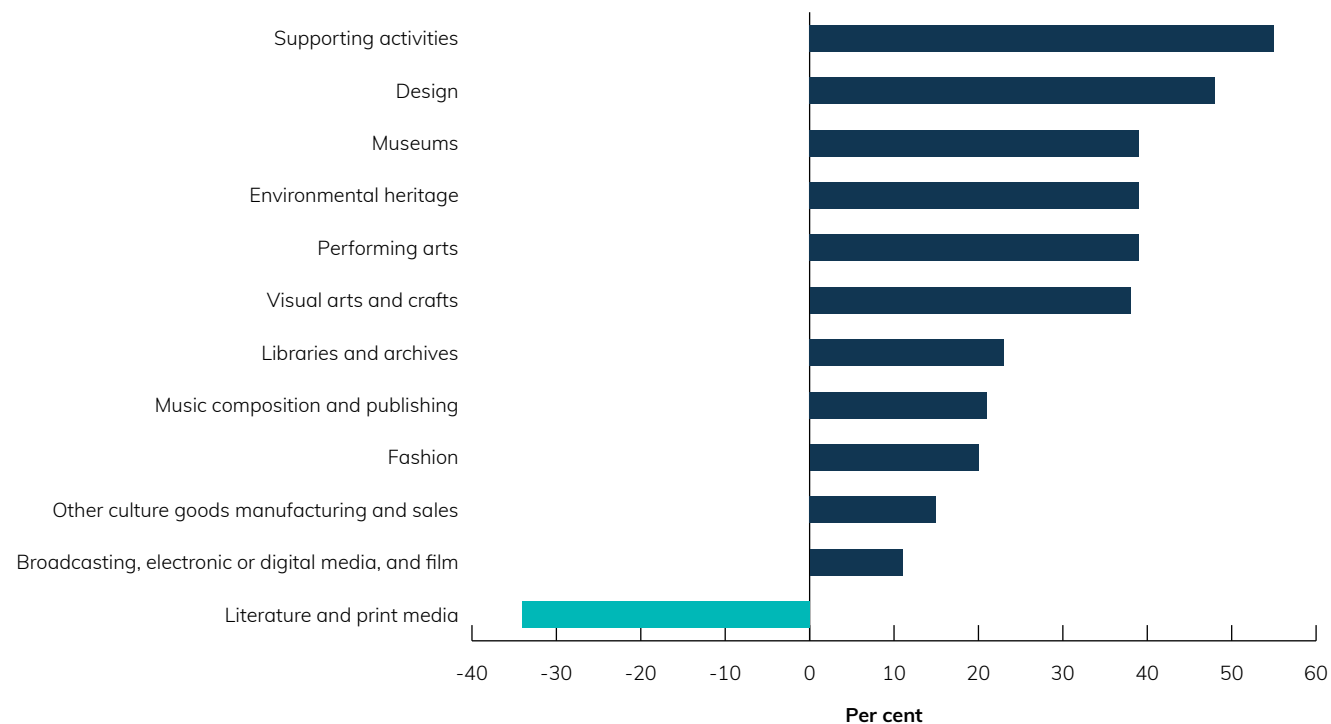
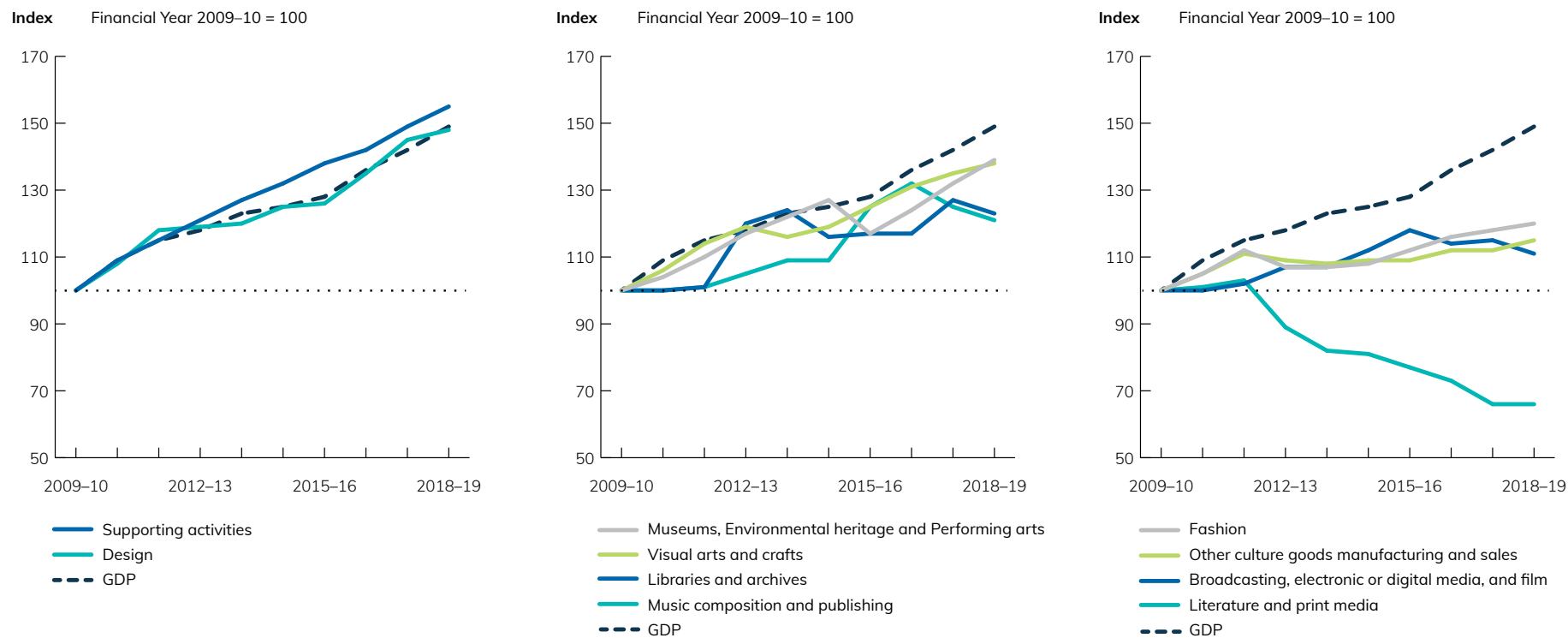


Figure 15.

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.

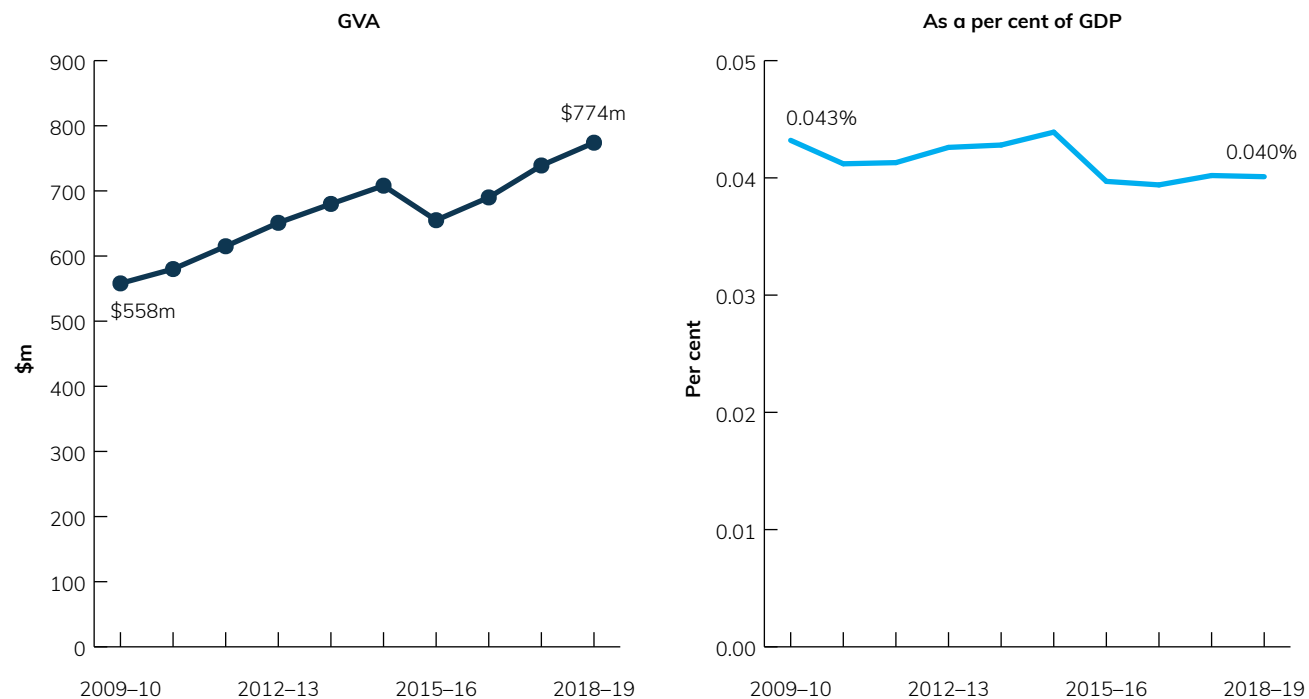


Table 7.

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.

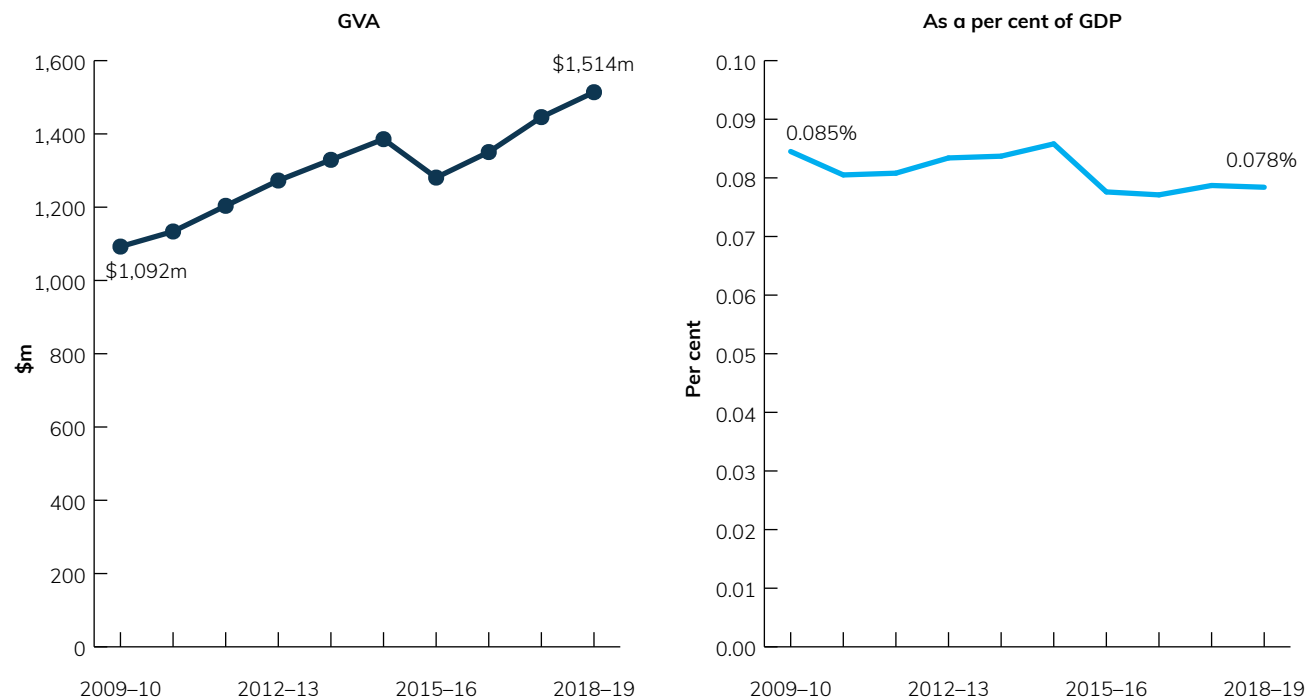


Table 8.

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.

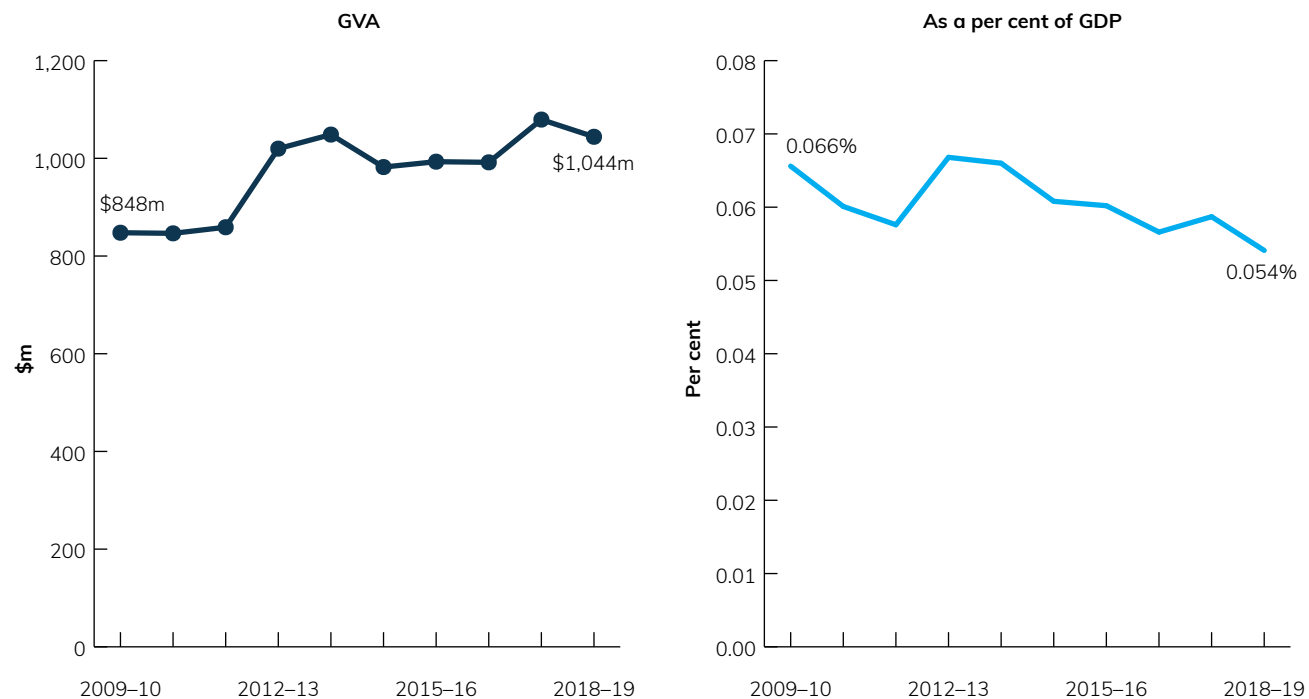


Table 9.

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.

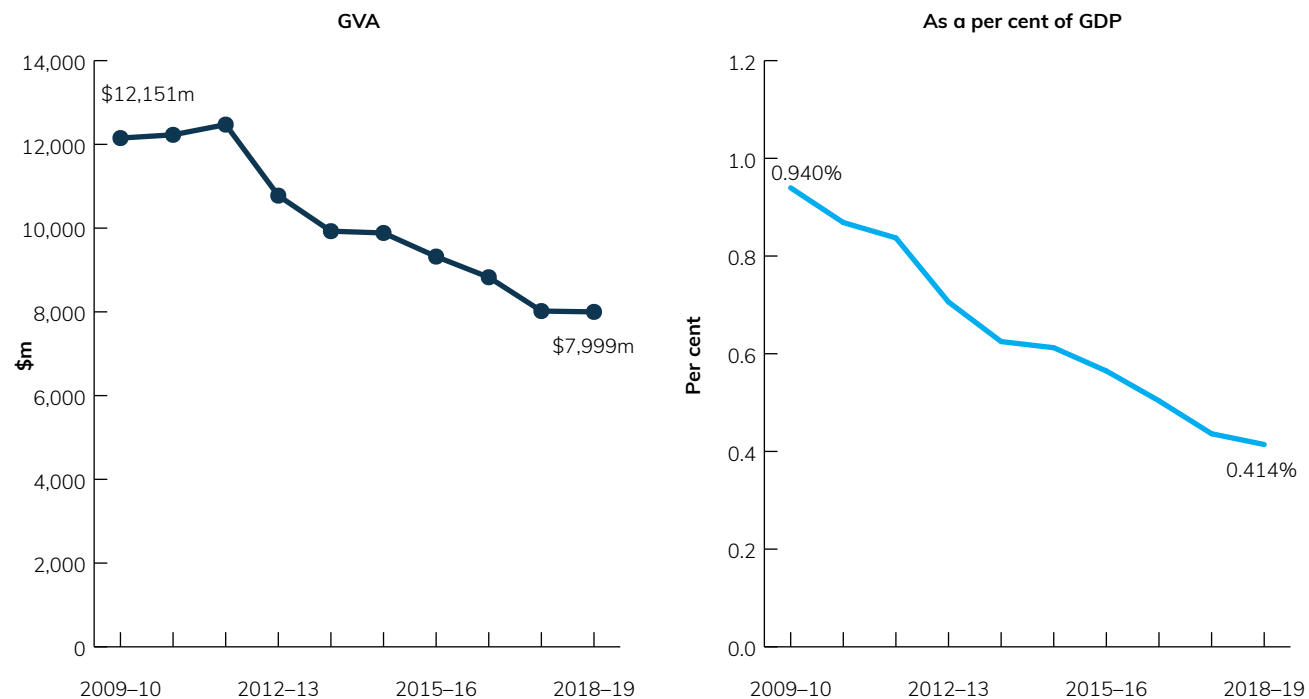


Table 10.
Cultural activity in literature and print media,
2009–10 to 2018–19

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.

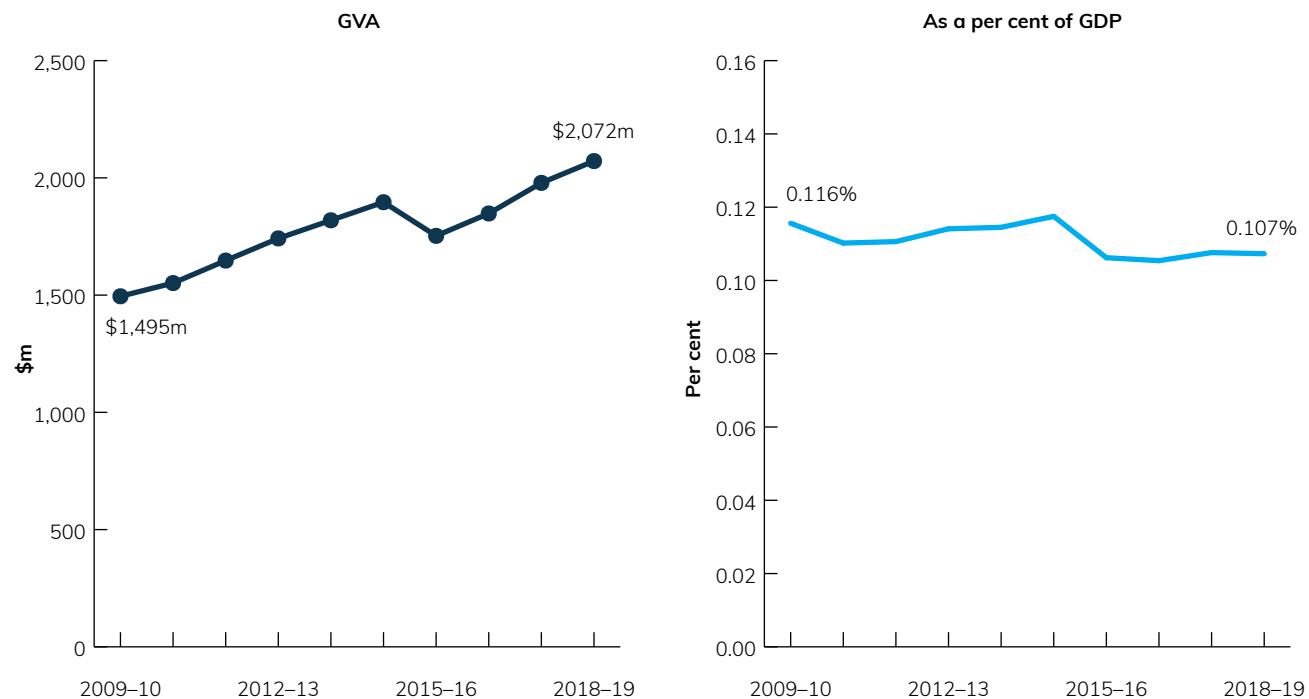


Table 13.
Cultural and creative activity in design,
2009–10 to 2018–19

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.

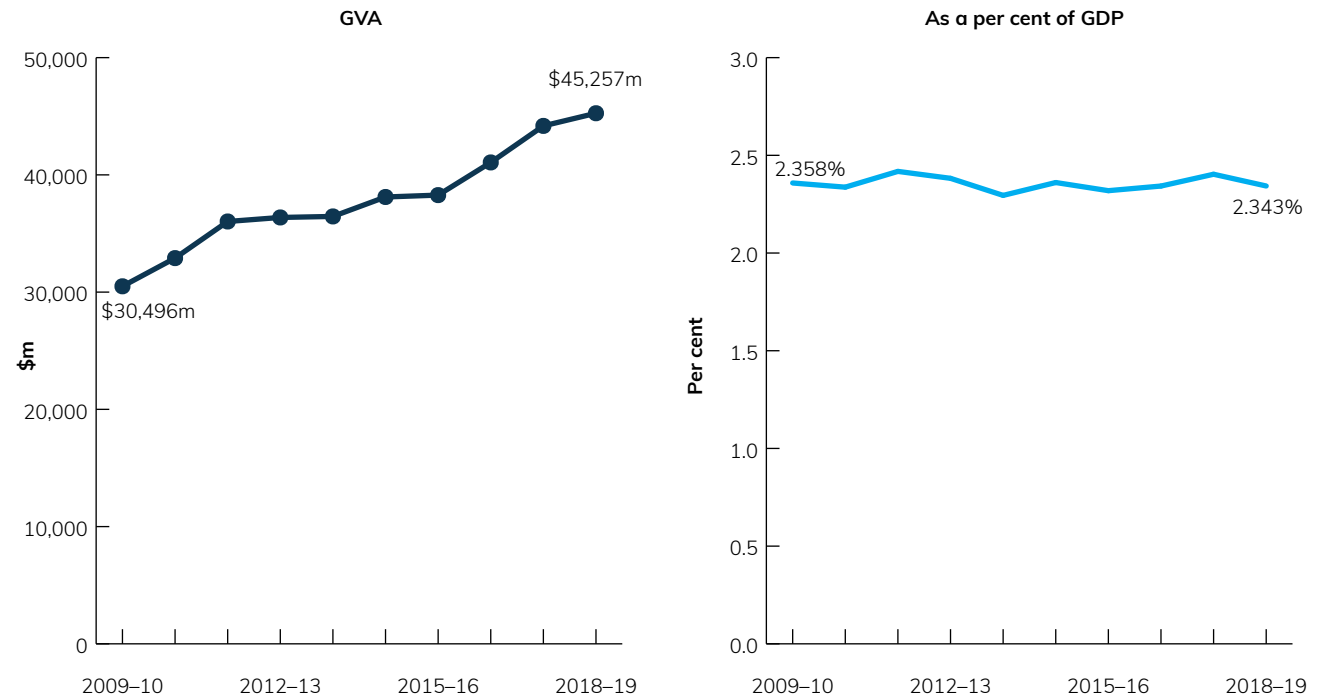


Table 14.
Cultural activity in design, 2009–10
to 2018–19

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.

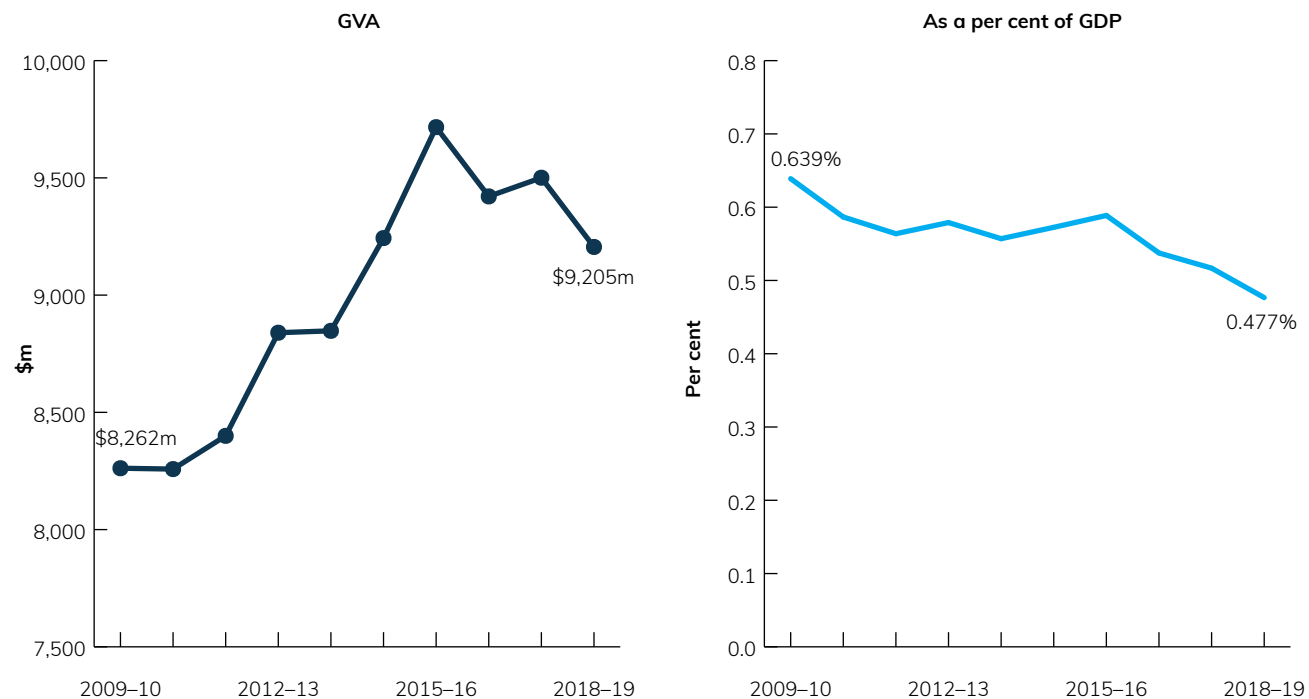


Table 16.

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.

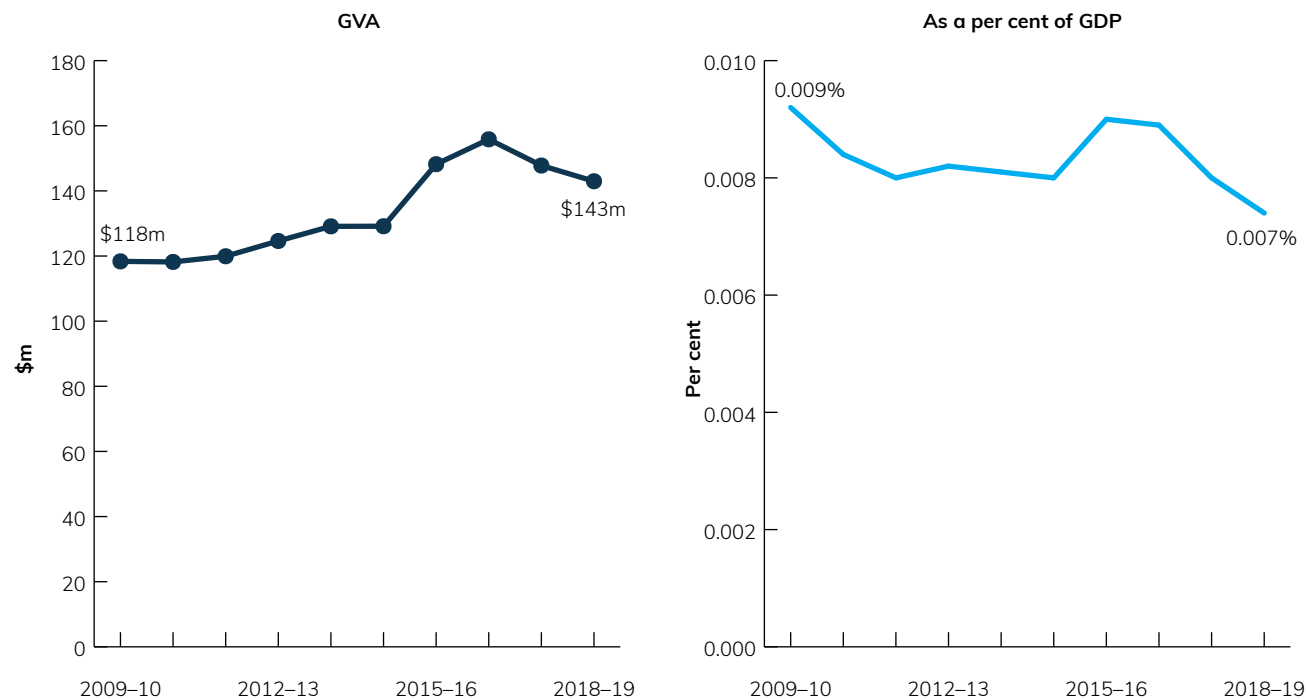


Table 18.

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.

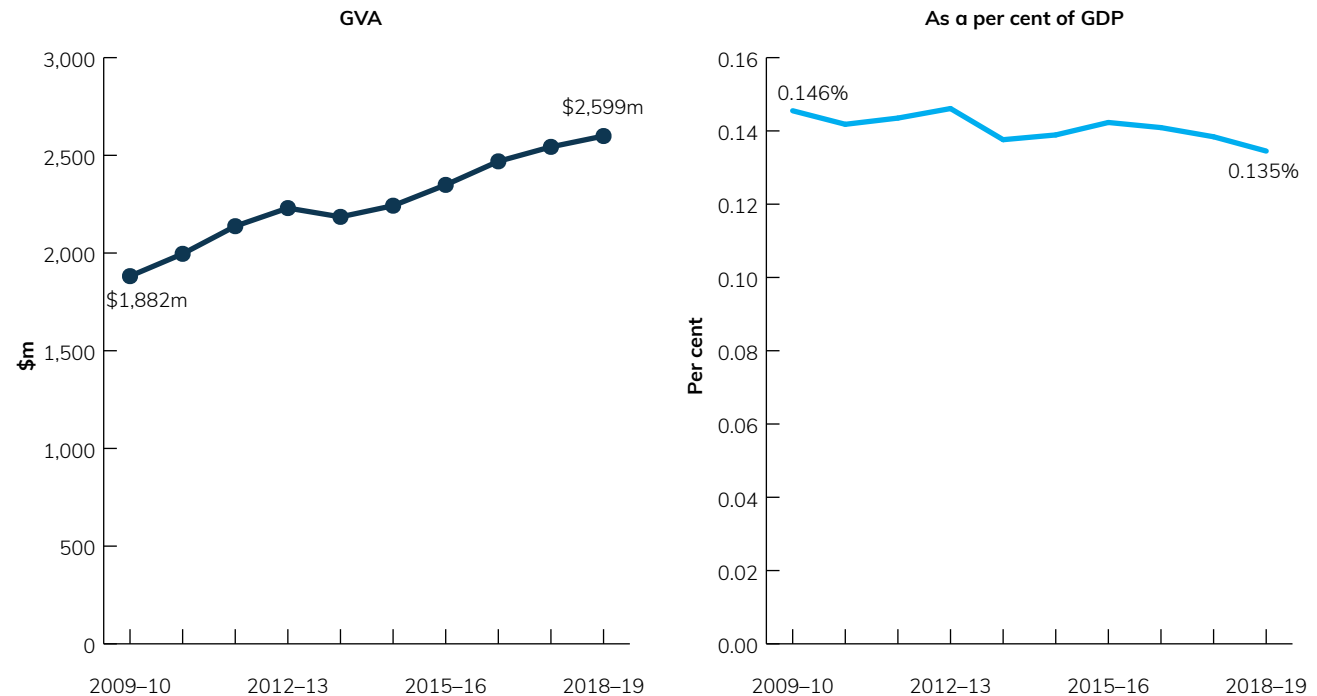


Table 19.
Cultural and creative activity in fashion,
2009–10 to 2018–19

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.

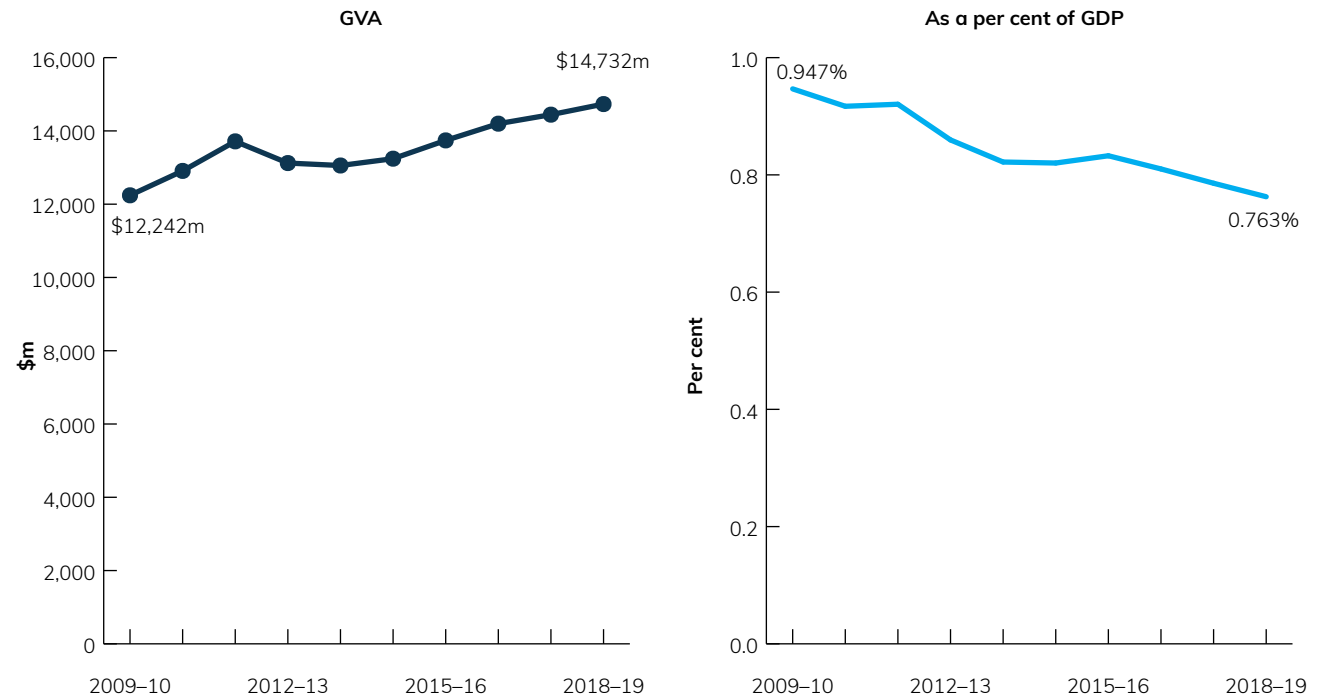


Table 20.

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.

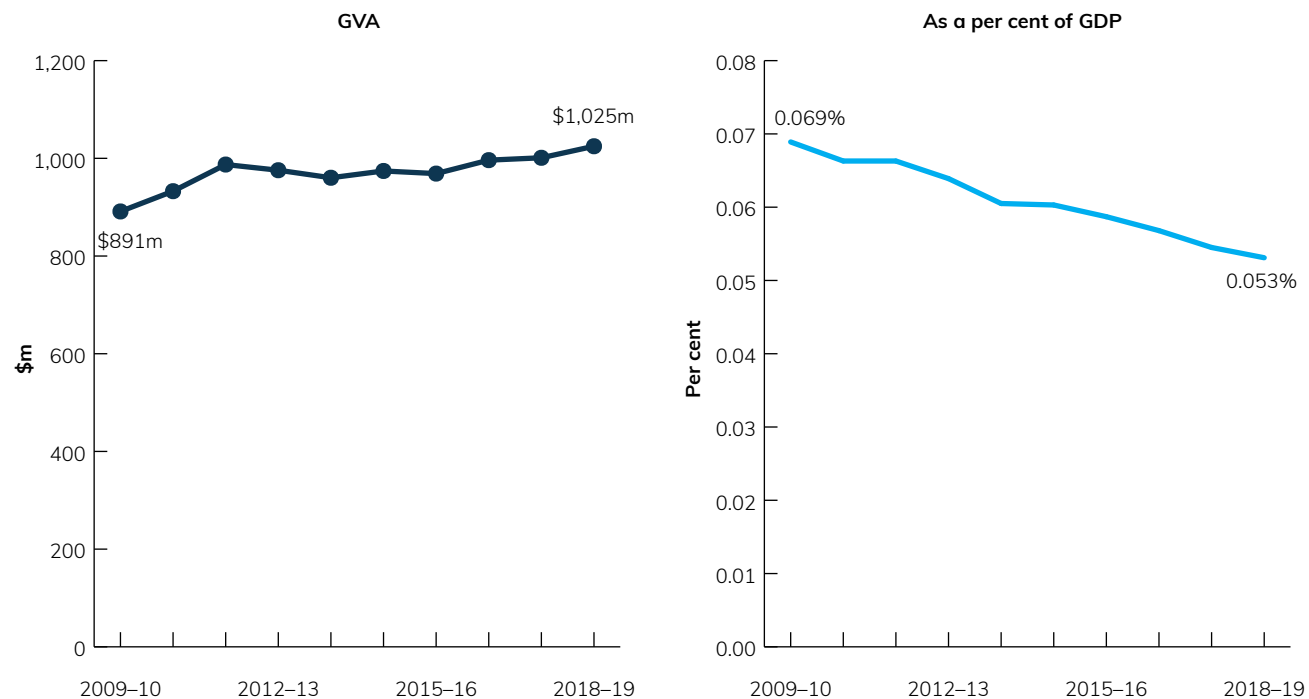


Table 21.

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

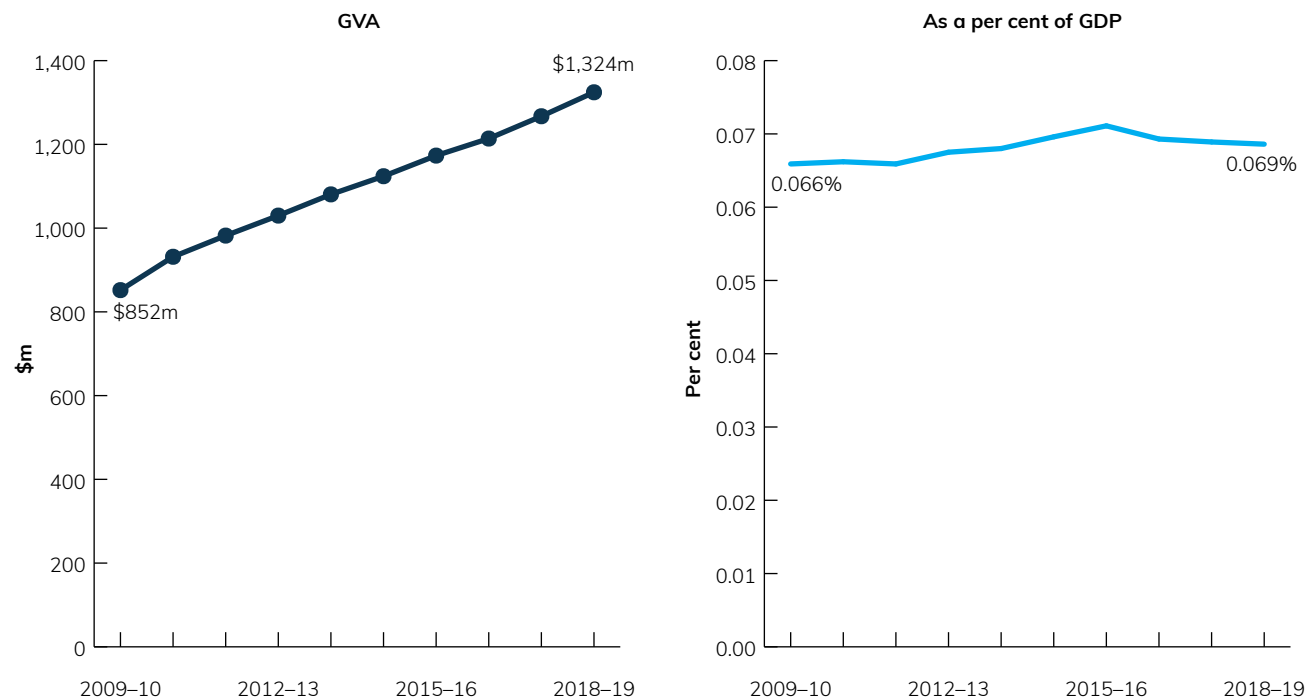
Corresponding reference: Cultural and creative activity in Australia, 2008–09 to 2016–17, Table 21.

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	<ul style="list-style-type: none"> › 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: <ul style="list-style-type: none"> – 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	<ul style="list-style-type: none"> › Cultural and creative activity can be measured separately or as both cultural and creative activity. › Cultural activity contributed \$65.1 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. <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 \$52.4 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	<ul style="list-style-type: none"> › 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	<ul style="list-style-type: none"> › 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/figure name	Explanatory notes
Table 2. Cultural and creative activity, share of GDP, 2009–10 to 2018–19	<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 \$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	<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 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	<ul style="list-style-type: none"> › 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	<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 \$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.
Figure 6. GVA change by division, cultural and creative industries, 2009–10 to 2018–19	<ul style="list-style-type: none"> › See notes above.
Figure 7. GVA change of cultural and creative industries in manufacturing, 2009–10 to 2018–19	<ul style="list-style-type: none"> › 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.

Table/figure name	Explanatory notes
Figure 7a. GVA change of cultural and creative industries in information media and telecommunications, 2009–10 to 2018–19	<ul style="list-style-type: none"> › 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	<ul style="list-style-type: none"> › 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	<ul style="list-style-type: none"> › 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. <ul style="list-style-type: none"> – 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)	<ul style="list-style-type: none"> › 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	<ul style="list-style-type: none"> › 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/figure name	Explanatory notes
Table 5. Creative activity, share of GDP, 2009–10 to 2018–19	<ul style="list-style-type: none"> › 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)	<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 \$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	<ul style="list-style-type: none"> › 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	<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 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	<ul style="list-style-type: none"> › 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	<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, 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.
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.
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.
Table 11. Creative activity in literature and print media, 2009–10 to 2018–19	› See notes above.



Table/figure name	Explanatory notes
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/figure name	Explanatory notes
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.
Figure 25. GVA, cultural and creative activity in fashion, 2009–10 to 2018–19	› See notes above.
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.
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.
Figure 27. GVA, cultural and creative activity in supporting activities, 2009–10 to 2018–19	› See notes above.