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

Bureau of Communications, Arts and Regional Research

Cultural and creative activity in Australia 2014–15 to 2023–24

Visual summary

September 2025

The Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts acknowledges the Traditional Custodians of Country of the land on which we work and live. We recognise and respect the continuing connections to land, waters and communities. We pay our respects to them and their cultures and to their Elders both past and present and to all Aboriginal and Torres Strait Islander people.

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About this document

The Bureau of Communications, Arts and Regional Research (BCARR) within the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts has estimated the economic contribution of cultural and creative activity in Australia over a 10-year period, from 2014–15 to 2023–24.

This publication provides an update to the BCARR working paper: *Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh)—Statistical Working Paper* released in December 2024. 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 statistical working paper.

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

This document also includes a table of revisions to the data, covering the period from 2014–15 to 2022–23.

Estimates and their components in this document have been rounded and discrepancies may occur between sums of component items and totals. Analysis featured in this release is based on un-rounded data. Calculations based on rounded data may differ to those published.

Further information on these updates can be found in the FAQ: Cultural and creative activity in Australia, 2014–15 to 2023–24.

Table 1.

Cultural and creative activity 2014–15 and 2023–24

Cultural and Creative Activity	2014–15	2023–24	Change	Movement (%)
Gross Value Added (\$m)	43,931	64,155	20,224	46.0
plus Net taxes on products (\$m)	2,514	3,220	707	28.1
equals Total cultural and creative GDP (\$m)	46,445	67,376	20,931	45.1
As a proportion of GDP (%)	2.9	2.5	-0.3	

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 1.

Explanatory notes

New estimates of the economic contribution from cultural and creative activity to Australia's GDP was \$46.4 billion in 2014–15. Between 2014–15 and 2023–24, cultural and creative activity in Australia grew to \$67.4 billion, an increase of \$20.9 billion (or 45.1%). While this activity is growing in absolute terms, as a share of GDP, it declined by 0.3 percentage points from 2.9% in 2014–15 to 2.5% in 2023–24. The slower growth of cultural and creative activity during this period relative to the Australian economy overall reflects the expansion of activities such as mining and healthcare that are almost entirely outside cultural and creative activity (see Figure 2 and 3).

Table 2.

Cultural and creative activity components and share of GDP, 2014–15 to 2023–24

Period	Cultural and creative activity gross value added (GVA) (\$m)	Net taxes on products of cultural and creative activity (\$m)	Cultural and creative activity GDP (\$m)	Cultural and creative activity as a share of GDP (%)
2014–15	43,931	2,514	46,445	2.9
2015–16	45,208	2,444	47,652	2.9
2016–17	46,403	2,223	48,626	2.8
2017–18	47,439	2,272	49,711	2.7
2018–19	47,965	2,259	50,224	2.6
2019–20	47,455	2,239	49,694	2.5
2020–21	49,433	2,437	51,870	2.5
2021–22	54,781	2,897	57,678	2.5
2022–23	60,121	3,105	63,226	2.5
2023–24	64,155	3,220	67,376	2.5

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 3.

Explanatory notes

Cultural and creative activity in Australia grew to \$67.4 billion in nominal terms in 2023–24, an increase of \$20.9 billion or 45.1% since 2014–15. This growth included an increase of \$20.2 billion in cultural and creative gross value added from 2014–15 to 2023–24, which was primarily from the Professional, Scientific and Technical Services industry with an increase of \$11.4 billion over the period. This industry division includes activities that mainly provide professional, scientific and technical services that generally require a high level of expertise and training and formal (usually tertiary level) qualifications. Cultural and creative activities captured within this division primarily include advertising, architecture, management services for artists, and professional photography.

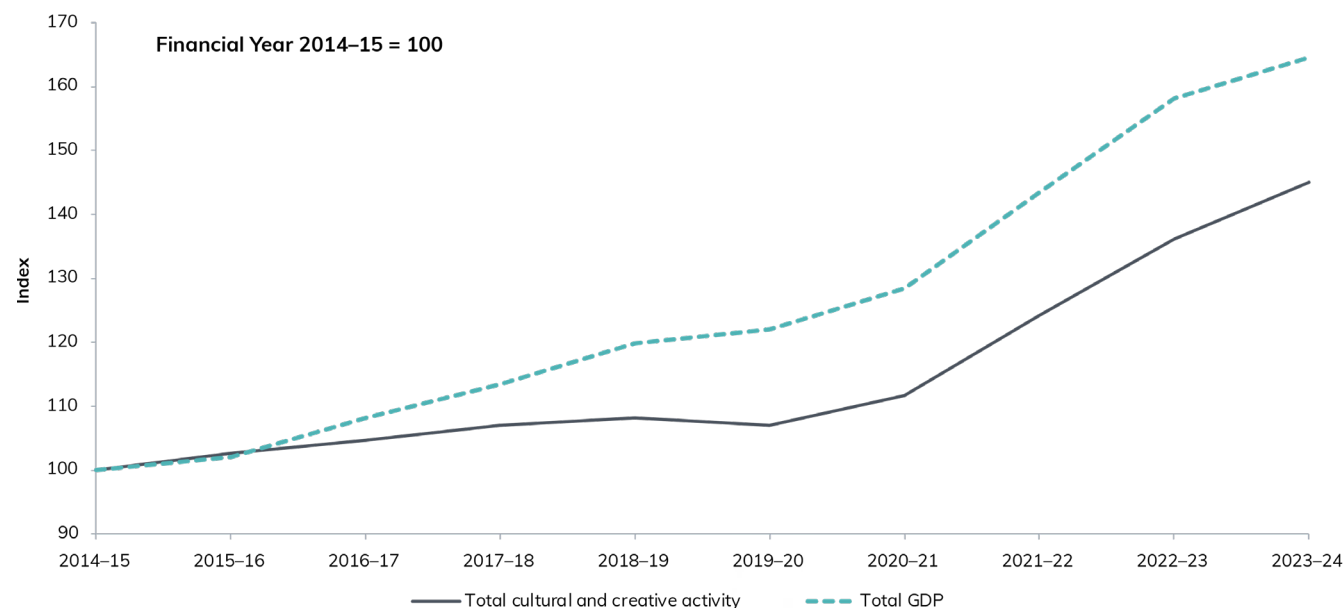
Net taxes on products of cultural and creative activity have increased by \$707 million or 28.1%, from \$2.5 billion in 2014–15 to \$3.2 billion in 2023–24. While cultural and creative activity is growing in nominal terms, as a share of GDP it declined by 0.3 percentage points over the period – from 2.9% in 2014–15 to 2.5% in 2023–24.

Figure 1.

Relative to nominal Gross Domestic Product (GDP)

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 8.



Explanatory notes

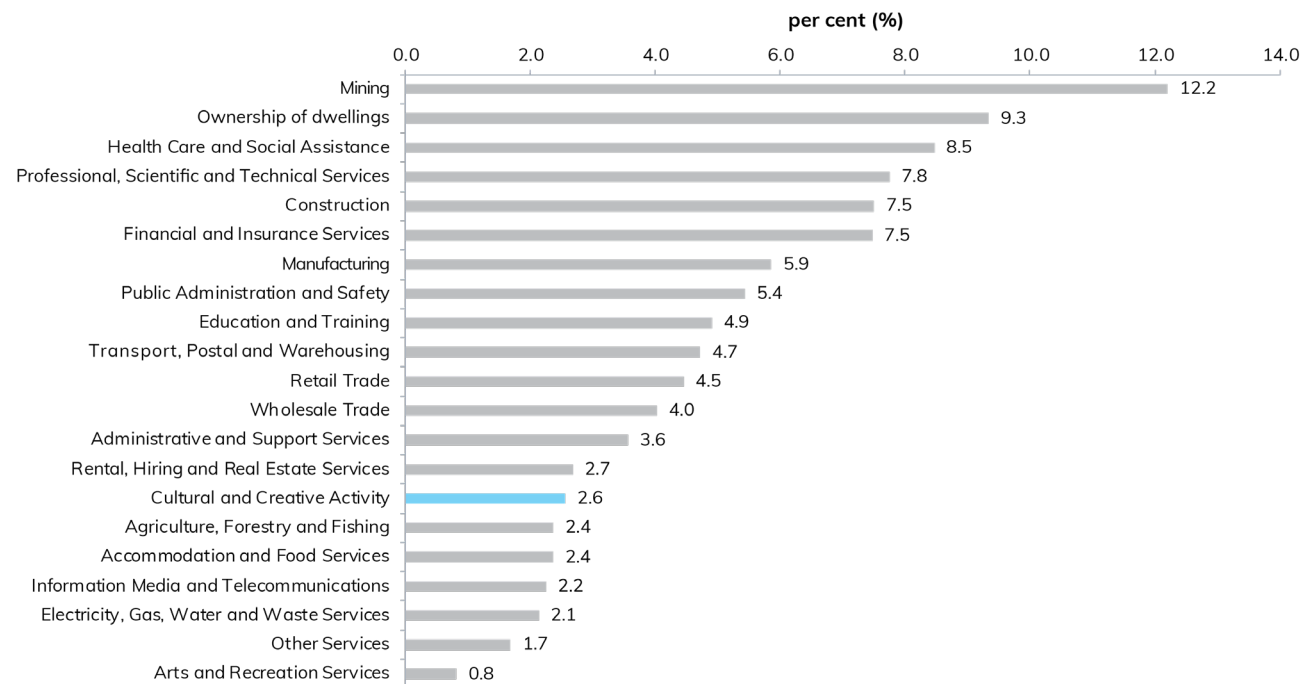
The pace of growth in cultural and creative activity has been slower than the pace of growth in the Australian economy overall. In Figure 1, the index at 100 represents the base year of 2014–15. The dashed line represents GDP growth for the entire Australian economy relative to the base year. Cultural and creative activity has grown slower than the overall economy since 2016–17.

The slower growth of cultural and creative activity during this period relative to the Australian economy overall reflects the expansion of activities such as mining and healthcare that are almost entirely outside cultural and creative activity (explained further in Figure 2 and 3).

Figure 2. Cultural and creative GVA¹ and industry share of total economy, 2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 9.



Explanatory notes

The Australian System of National Accounts lists 19 industries in the Australian economy. When added together with Ownership of Dwellings, the activity in these industries equals the total amount of final goods and services produced in the economy in a given period.

Cultural and creative activity is not an industry division, but rather includes output produced by many industries across the economy. Cultural and creative activity is therefore not additional to the industry shares shown in Figure 2 but is provided here to indicate its size relative to other industry divisions.

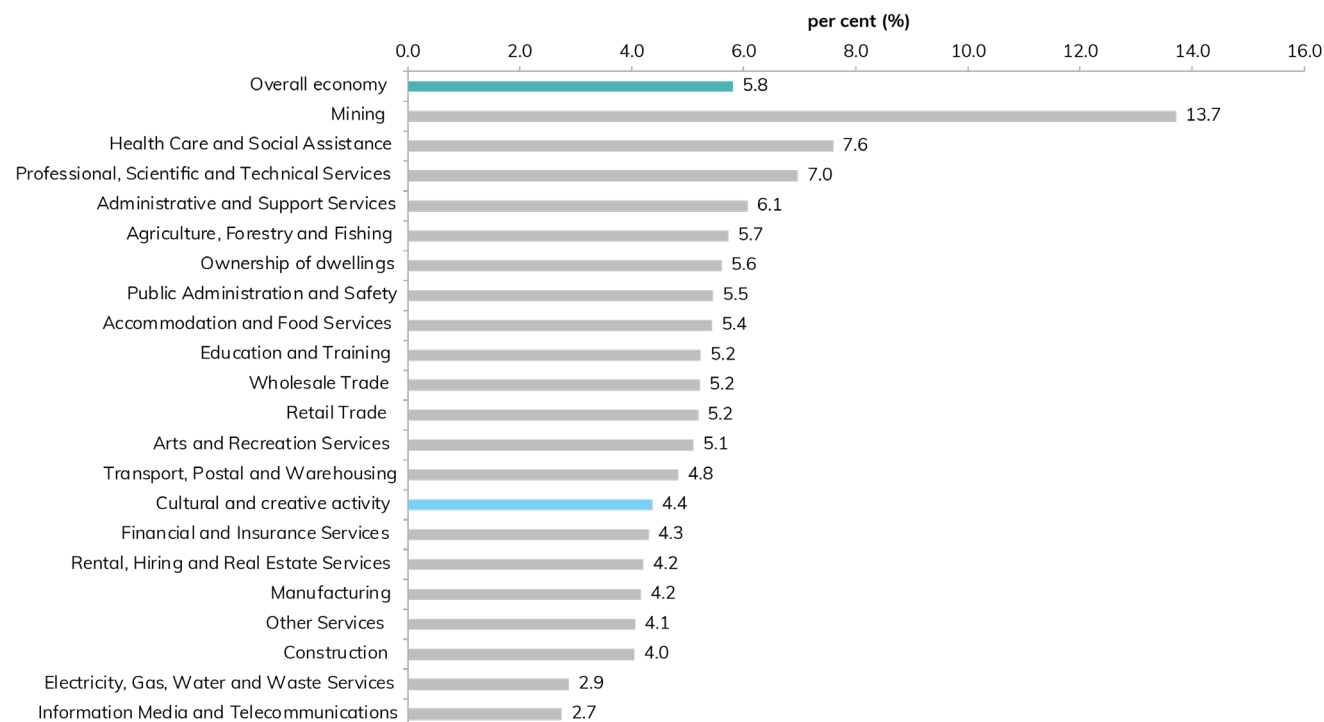
Figure 2 shows that cultural and creative activity accounted for 2.6% of GVA in the economy in 2023–24. This is comparable to the size of the Rental, Hiring and Real Estate Services industry at 2.7%.

1 GVA is a measure of the contribution to domestic production made by an individual producer, industry or sector. This is the value of output less the value of the goods and services used up in the process of production. By excluding net taxes, GVA provides a more accurate measure of economic activity by industry than gross domestic product (GDP).

Figure 3.
GVA average annual
growth rate by industry
division, 2014–15 to
2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 10.



Explanatory notes

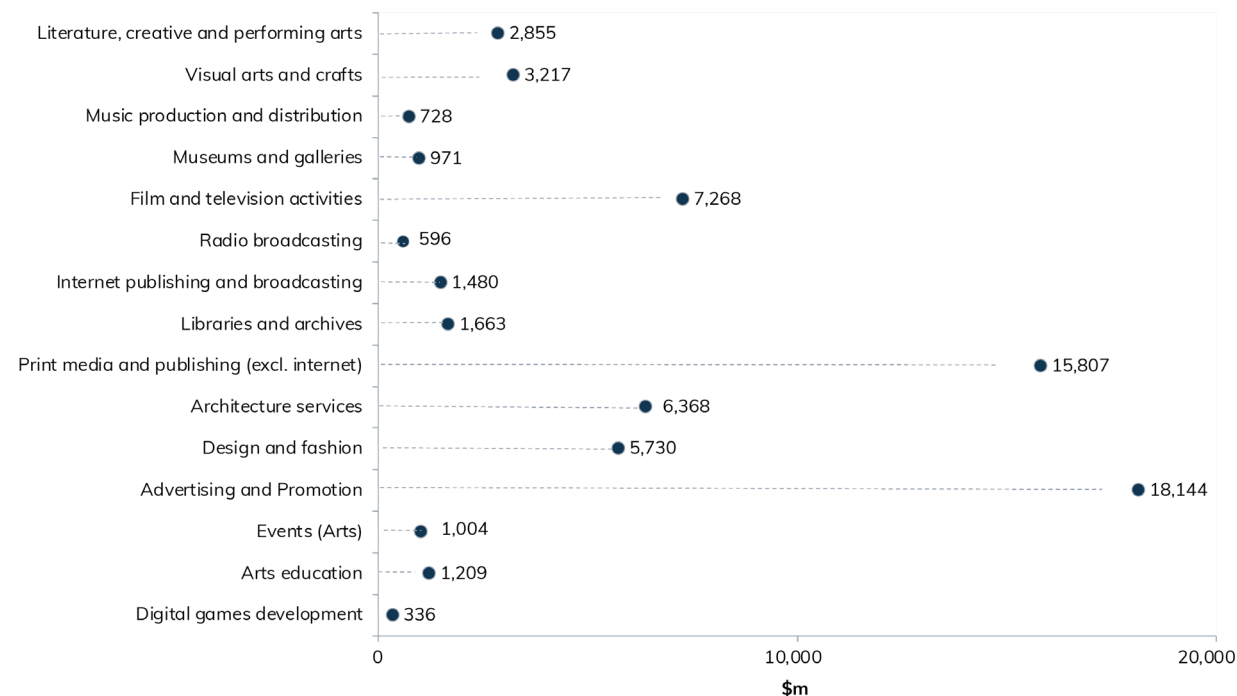
The Australian economy has been supported by strong growth in Mining (buoyed by high commodity prices) and the Health Care and Social Assistance industry (supported by an ageing population). From 2014–15 to 2023–24, the average annual GVA growth was 13.7% for mining, 7.6% for health care and social assistance, 5.8% for the overall economy, and 4.4% for cultural and creative activities.

Figure 4.

Cultural and creative activity, GDP by domain, 2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 11.



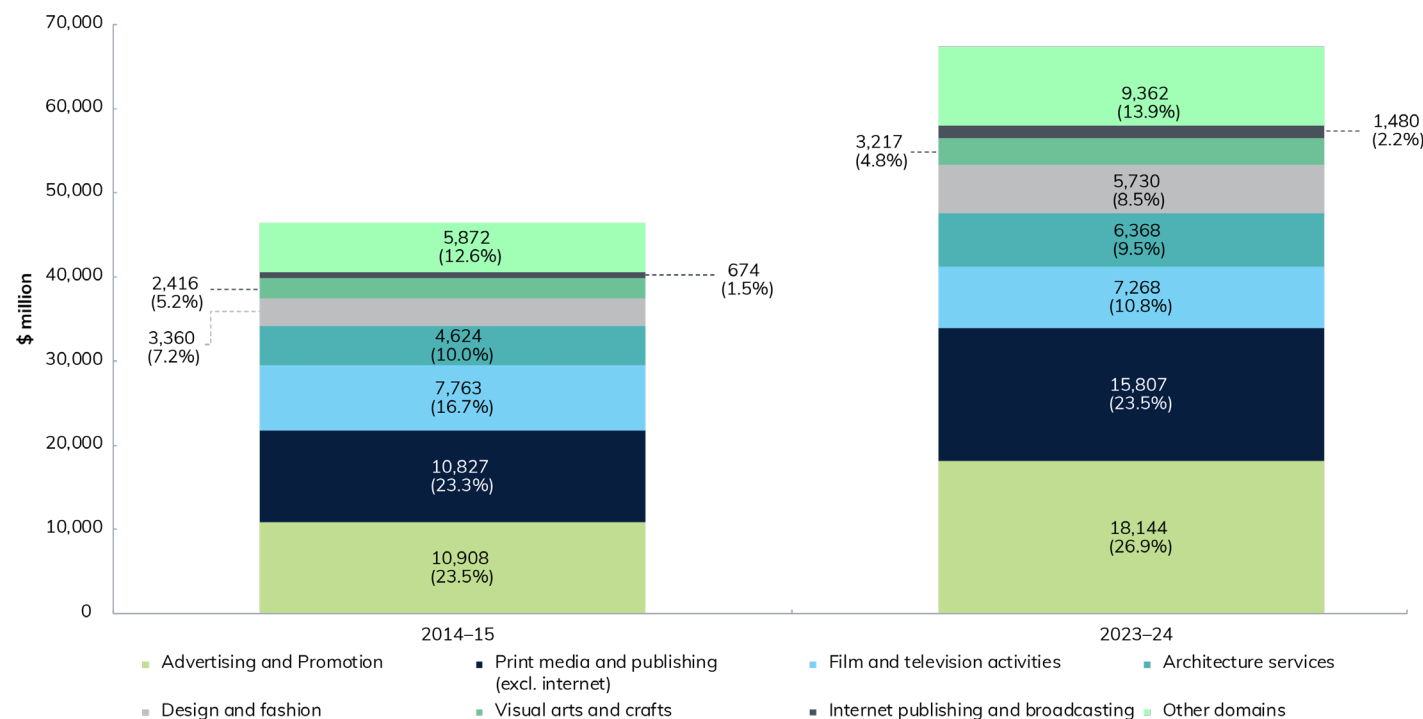
Explanatory notes

Cultural and creative activities are grouped into 15 domains. In 2023–24, advertising and promotion contributed the most to cultural and creative activity, at \$18.1 billion.

Figure 5. Contribution to cultural and creative activity, GDP by domain, 2014–15 and 2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 12.



Explanatory notes

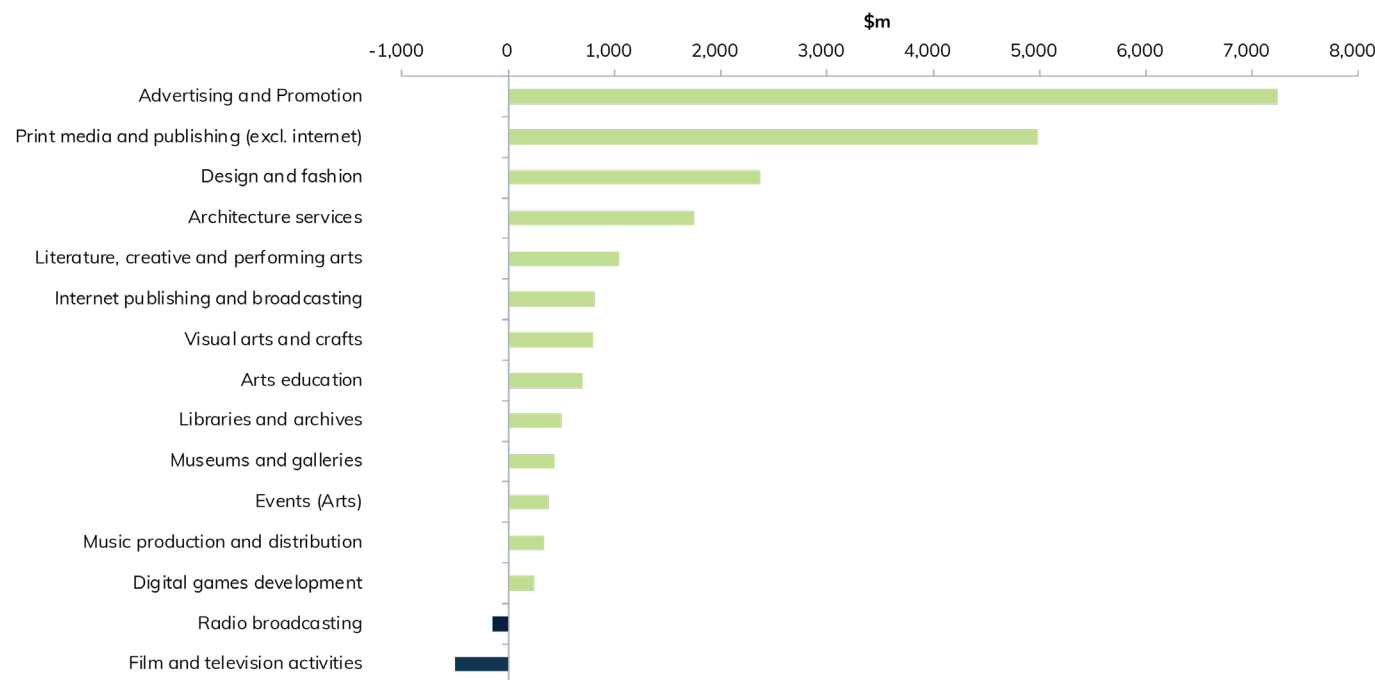
Advertising and promotion was the largest domain, with its share of total cultural and creative activity growing from \$10.9 billion or 23.5% in 2014–15 to \$18.1 billion or 26.9% in 2023–24. Print media and publishing (excl. internet) followed, growing from \$10.8 billion or 23.3% in 2014–15 to \$15.8 billion or 23.5% in 2023–24. Film and television activities decreased from \$7.8 billion or 16.7% in 2014–15 to \$7.3 billion or 10.8% in 2023–24. Architecture services represented \$4.6 billion or 10.0% in 2014–15 and \$6.4 billion or 9.5% in 2023–24. These four domains represented over 70% of cultural and creative activity in 2023–24.

Figure 6.

Nominal GDP growth by domain, between 2014–15 and 2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 13.

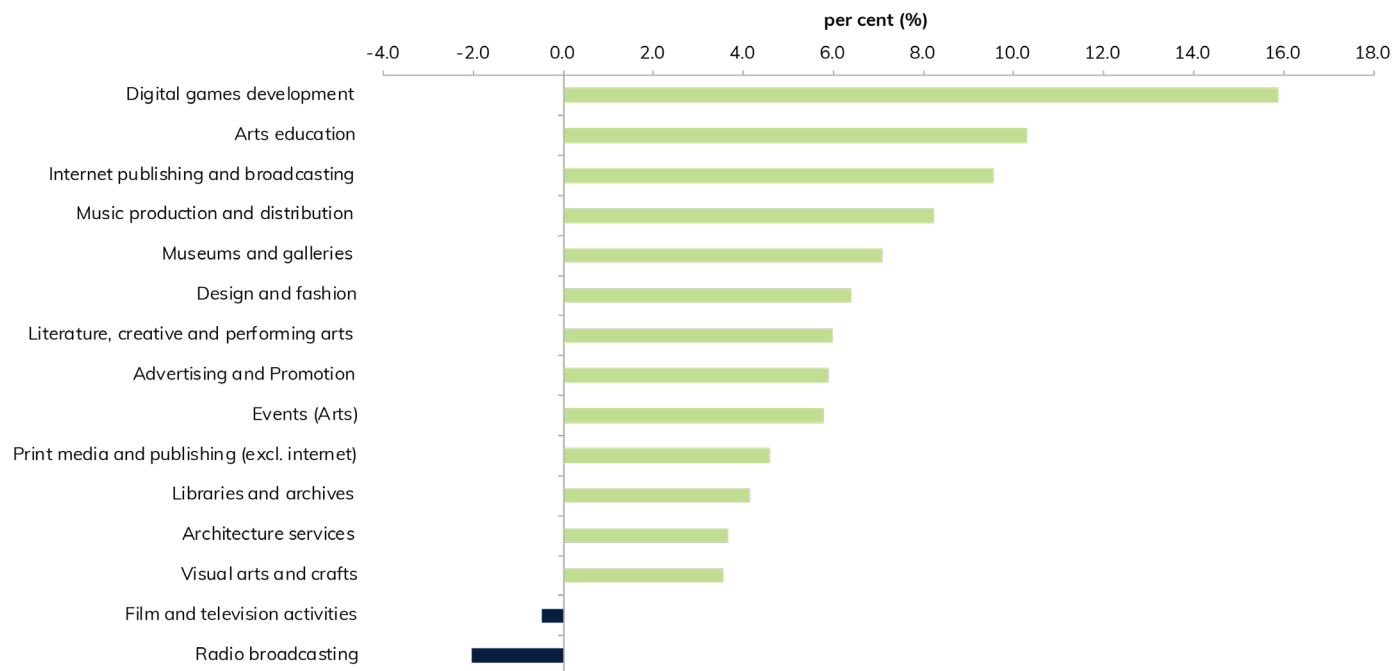


Explanatory notes

Thirteen of the 15 domains experienced growth in nominal terms from 2014–15 to 2023–24. Advertising and promotion recorded the strongest growth of \$7.2 billion. The only two domains that declined were film and television activities, and radio broadcasting which decreased by \$496 million and \$150 million, respectively, driven by rising competition from online and cloud-based media platforms and falling demand from advertisers.

Figure 7.
GDP average annual
growth rate by domain,
between 2014–15 and
2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.



Explanatory notes

Digital games development has experienced the strongest growth rate over the period. From its small base of initial activity, digital games development increased by an average annual growth rate of 15.9% from 2014–15 to 2023–24.

Table 3.

Literature, creative and performing arts, 2014–15 to 2023–24

Literature, creative and performing arts Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	3,750	1,732	84	1,816	0.11
2015–16	4,042	1,950	75	2,025	0.12
2016–17	4,203	2,023	76	2,099	0.12
2017–18	4,313	2,013	72	2,086	0.11
2018–19	4,914	2,310	77	2,386	0.12
2019–20	4,266	2,069	57	2,126	0.11
2020–21	3,368	1,731	27	1,757	0.08
2021–22	4,240	2,027	44	2,071	0.09
2022–23	5,377	2,531	75	2,605	0.10
2023–24	5,916	2,784	71	2,855	0.11

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 5.

Explanatory notes

Cultural and creative activity GDP in Literature, creative and performing arts increased by \$1.0 billion or 57.2% from \$1.8 billion in 2014–15 to \$2.9 billion in 2023–24.

Declines in activity occurred in 2019–20 and 2020–21 due to COVID-19 and the inability to hold performances.² However, this domain has experienced more favourable conditions in recent years. Strong demand for international artist performances in the contemporary music segment, coupled with improved ticket sales, has bolstered the industry's performance.³ As a share of the overall economy, this domain consistently accounted for around 0.11%, dipping to 0.08% in 2020–21 and 0.09% in 2021–22 before returning to 0.11% in 2023–24.

² IBISWorld industry report (2021), R9001 Music and Theatre Production in Australia, June 2021, p. 3.

³ IBISWorld industry report (2024), R9001 Music and Theatre Production in Australia, July 2024, p. 12.

Figure 8.

Literature, creative and performing arts, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 14.



Explanatory notes

See notes of Table 3.

Table 4.

Visual arts and crafts, 2014–15 to 2023–24

Visual arts and crafts Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	3,839	1,753	663	2,416	0.15
2015–16	4,333	1,931	631	2,562	0.15
2016–17	3,528	1,656	553	2,209	0.13
2017–18	3,897	1,721	566	2,287	0.12
2018–19	4,245	1,941	593	2,534	0.13
2019–20	3,949	1,815	570	2,384	0.12
2020–21	4,069	1,870	678	2,549	0.12
2021–22	4,593	2,049	854	2,902	0.12
2022–23	4,890	2,194	844	3,038	0.12
2023–24	5,218	2,341	877	3,217	0.12

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 6.

Explanatory notes

Cultural and creative activity GDP in Visual arts and crafts increased by \$801 million, from \$2.4 billion in 2014–15 to \$3.2 billion in 2023–24.

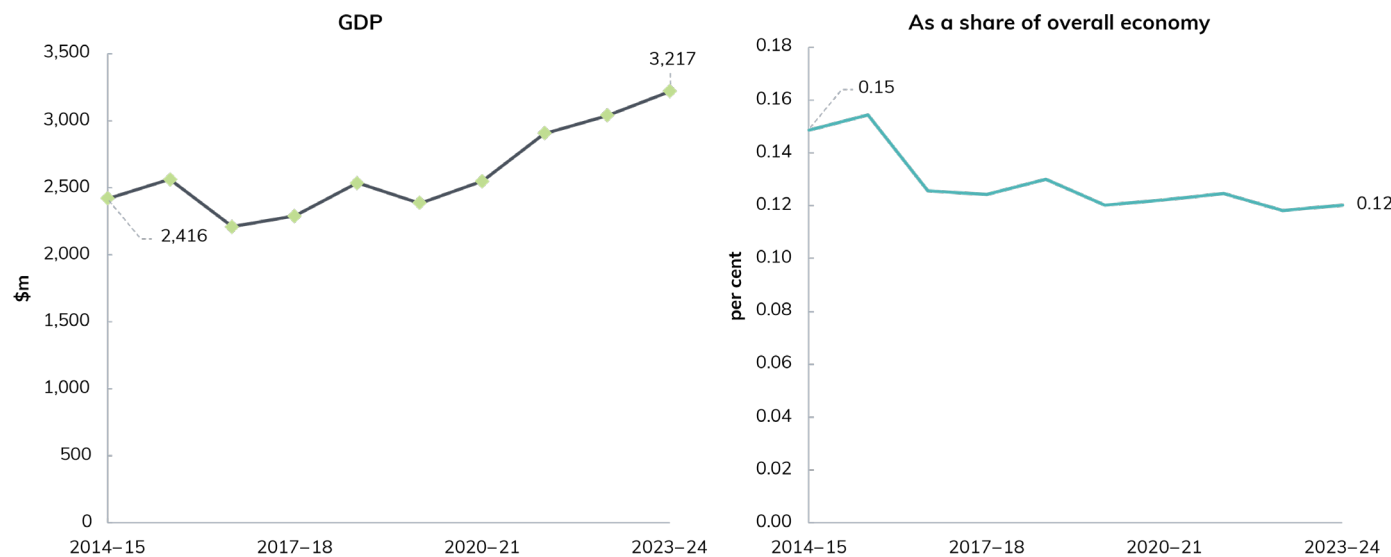
As a share of the overall economy, this domain declined from 0.15% to 0.12% over the period.

Figure 9.

Visual arts and crafts, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 15.



Explanatory notes

See notes of Table 4.

Table 5.

Music production and distribution, 2014–15 to 2023–24

Music production and distribution Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	970	321	69	390	0.024
2015–16	1,258	454	109	564	0.034
2016–17	1,296	465	107	572	0.033
2017–18	1,348	492	113	605	0.033
2018–19	1,311	474	112	585	0.030
2019–20	1,339	476	113	589	0.030
2020–21	1,328	392	127	519	0.025
2021–22	1,381	414	136	549	0.024
2022–23	1,746	545	138	684	0.027
2023–24	1,869	584	144	728	0.027

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 7.

Explanatory notes

Cultural and creative activity GDP in Music production and distribution increased by \$338 million, from \$390 million in 2014–15 to \$728 million 2023–24.

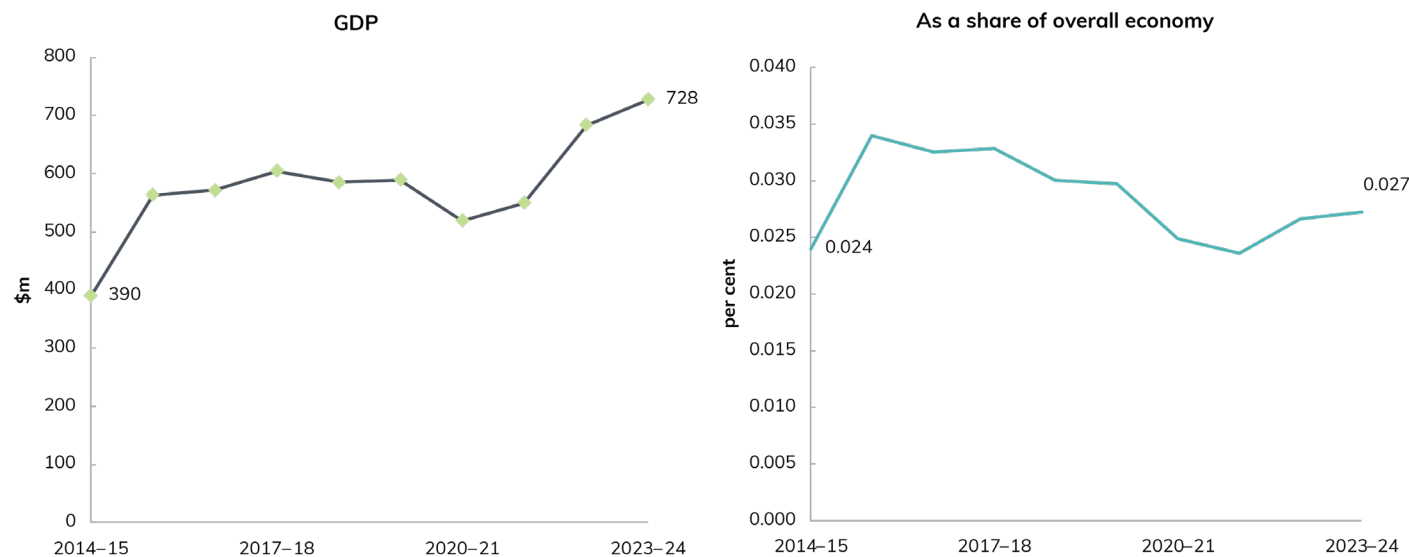
Music production and distribution is a small domain, comprising around 0.03% of the overall economy.

Figure 10.

Music production and distribution, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 16.



Explanatory notes

See notes of Table 5.

Table 6.

Museums and galleries, 2014–15 to 2023–24

Museums and galleries Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	1,098	507	23	530	0.03
2015–16	1,189	573	28	601	0.04
2016–17	1,277	615	27	642	0.04
2017–18	1,341	624	33	658	0.04
2018–19	1,464	686	31	717	0.04
2019–20	1,460	706	28	735	0.04
2020–21	1,423	730	17	746	0.04
2021–22	1,564	748	23	771	0.03
2022–23	1,824	858	26	884	0.03
2023–24	2,007	944	27	971	0.04

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 8.

Explanatory notes

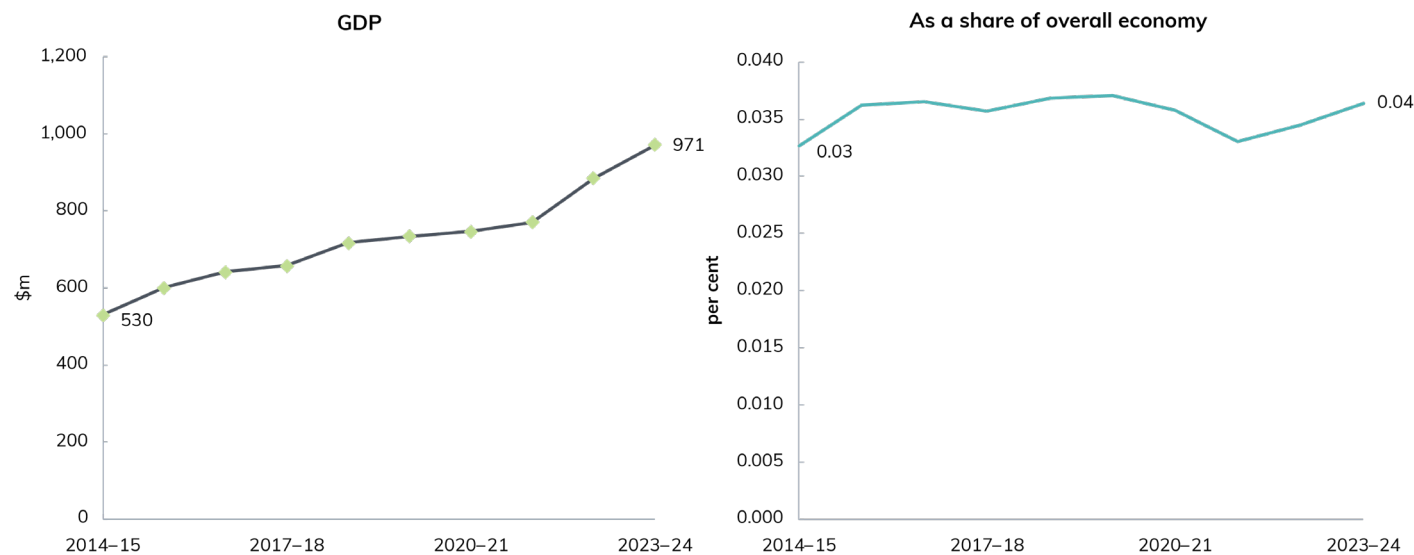
Cultural and creative activity GDP in Museums and galleries increased by \$442 million, from \$530 million in 2014–15 to \$971 million in 2023–24. As a share of the overall economy, it has increased slightly over the period.

Figure 11.

Museums and galleries, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 17.



Explanatory notes

See notes of Table 6.

Table 7.

Film and television activities, 2014–15 to 2023–24

Film and television activities Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	17,259	7,354	410	7,763	0.48
2015–16	17,456	7,513	458	7,971	0.48
2016–17	17,049	7,218	343	7,560	0.43
2017–18	16,718	7,124	381	7,505	0.41
2018–19	16,499	6,394	302	6,695	0.34
2019–20	15,139	5,656	276	5,932	0.30
2020–21	14,947	5,542	204	5,846	0.28
2021–22	16,652	5,848	389	6,237	0.27
2022–23	18,570	6,371	423	6,793	0.26
2023–24	19,904	6,828	439	7,268	0.27

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 9.

Explanatory notes

Cultural and creative activity GDP in Film and television activities decreased by \$496 million or 6.4% from 2014–15 to 2023–24. As a share of GDP, it has declined from 0.48% to 0.27% during the period. This decline was mainly driven by decreases in free-to-air television broadcasting, and cable and other subscription broadcasting. These broadcasting activities have faced several challenges over the period as more Australians have turned to online content. This shift has precipitated a trend where advertising budgets gravitate more towards online platforms.⁴

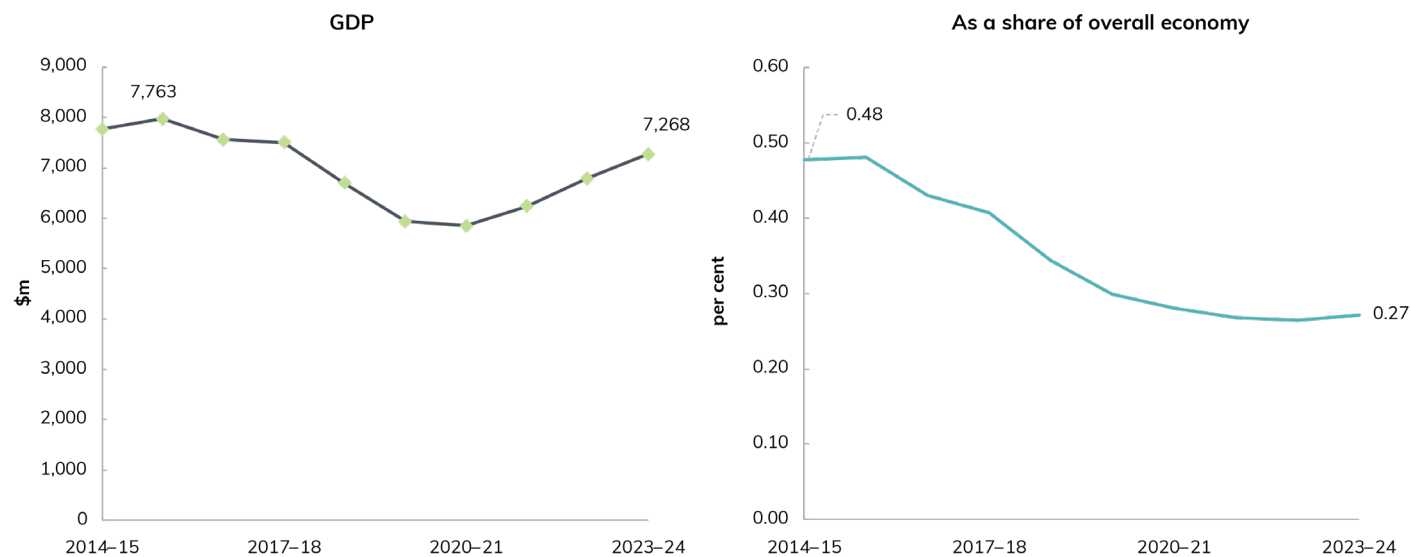
⁴ IBISWorld industry report (2024), J5621 Free-to-Air Television Broadcasting in Australia, July 2024, p. 8.

Figure 12.

Film and television activities, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 18.



Explanatory notes

See notes of Table 7.

Table 8.

Radio broadcasting, 2014–15 to 2023–24

Radio broadcasting Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	1,181	599	147	746	0.05
2015–16	1,438	710	9	719	0.04
2016–17	1,381	666	8	674	0.04
2017–18	1,451	697	10	707	0.04
2018–19	1,331	560	5	565	0.03
2019–20	1,265	507	5	511	0.03
2020–21	1,321	583	-12	571	0.03
2021–22	1,390	576	2	578	0.02
2022–23	1,421	554	2	556	0.02
2023–24	1,523	594	2	596	0.02

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 10.

Explanatory notes

Cultural and creative activity GDP in radio broadcasting decreased by \$150 million or 20.1% from 2014–15 to 2023–24. Radio listener numbers have reduced as alternative online listening options have become more accessible. However, radio's popular personalities and signature interactivity retain a loyal listener base, maintaining some advertising revenue.⁵

As a share of the overall economy, radio broadcasting fell from 0.05% to 0.02% over the period.

⁵ IBISWorld industry report (2024), J5610 Radio Broadcasting in Australia, June 2024, p. 8.

Figure 13.

Radio broadcasting, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 19.



Explanatory notes

See notes of Table 8.

Table 9.

Internet publishing and broadcasting, 2014–15 to 2023–24

Internet publishing and broadcasting Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	1,478	665	9	674	0.04
2015–16	1,635	732	0	732	0.04
2016–17	2,033	960	7	967	0.06
2017–18	2,337	1,115	7	1,122	0.06
2018–19	2,324	1,138	8	1,146	0.06
2019–20	2,513	1,179	9	1,188	0.06
2020–21	2,386	1,352	10	1,362	0.07
2021–22	2,690	1,430	11	1,441	0.06
2022–23	3,278	1,368	13	1,381	0.05
2023–24	3,513	1,466	14	1,480	0.06

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 11.

Explanatory notes

Cultural and creative activity GDP in Internet publishing and broadcasting increased by \$806 million from 2014–15 to 2023–24. This domain has grown strongly. Improved digital connectivity has made internet publishing and broadcasting services more accessible to consumers, elevating demand.⁶ During COVID-19 lockdowns, consumers also sought entertainment which accelerated the demand for streaming services and online content.

As a share of the overall economy, this domain increased from 0.04% to 0.06% over the period.

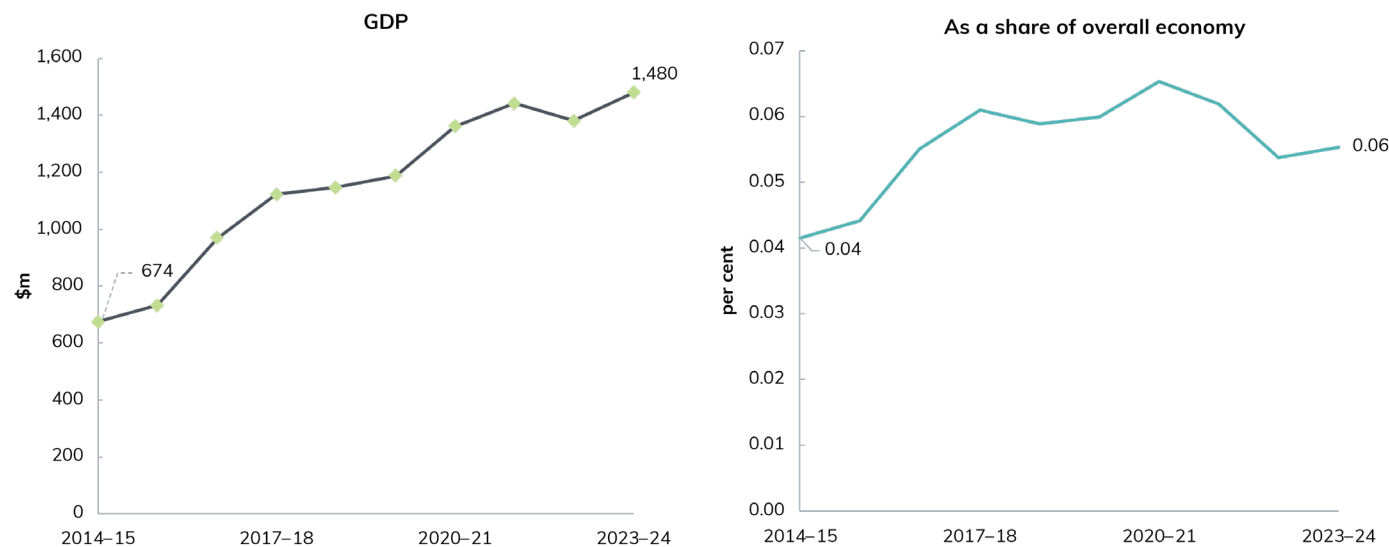
⁶ IBISWorld industry report (2024), J5700 Internet Publishing and Broadcasting in Australia, April 2024, p. 12.

Figure 14.

Internet publishing and broadcasting, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 20.



Explanatory notes

See notes of Table 9.

Table 10.
Libraries and archives, 2014–15 to 2023–24

Libraries and archives Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	1,475	1,115	45	1,160	0.07
2015–16	1,539	1,181	30	1,211	0.07
2016–17	1,624	1,196	32	1,228	0.07
2017–18	1,806	1,319	33	1,352	0.07
2018–19	1,809	1,339	37	1,376	0.07
2019–20	1,783	1,345	34	1,379	0.07
2020–21	1,737	1,351	42	1,393	0.07
2021–22	1,810	1,382	48	1,430	0.06
2022–23	1,982	1,501	52	1,553	0.06
2023–24	2,125	1,609	54	1,663	0.06

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 12.

Explanatory notes

Cultural and creative activity GDP in Libraries and archives increased by \$503 million from 2014–15 to 2023–24.

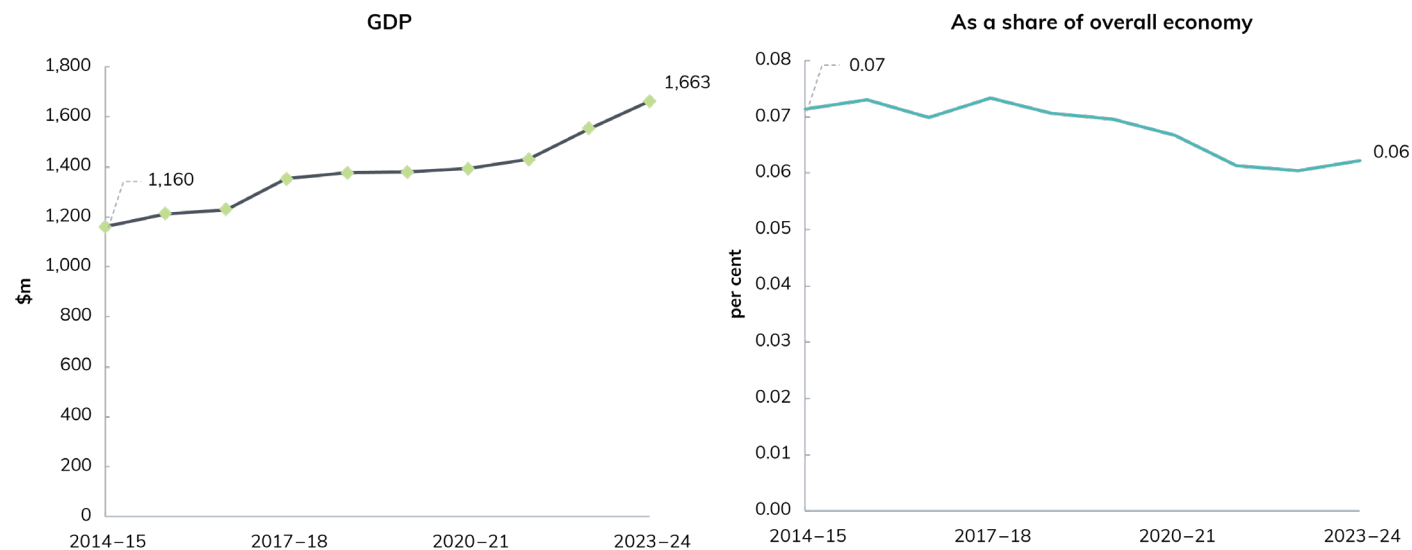
As a share of the overall economy, this domain has declined slightly over the period.

Figure 15.

Libraries and archives, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 21.



Explanatory notes

See notes of Table 10.

Table 11.**Print media and publishing (excl. internet), 2014–15 to 2023–24**

Print media and publishing (excl. internet) Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	18,703	9,918	909	10,827	0.67
2015–16	18,837	9,983	919	10,902	0.66
2016–17	18,446	9,320	885	10,205	0.58
2017–18	17,145	9,001	879	9,880	0.54
2018–19	18,950	8,978	899	9,877	0.51
2019–20	20,713	9,118	935	10,053	0.51
2020–21	22,610	10,241	1,017	11,257	0.54
2021–22	27,570	12,384	1,143	13,526	0.58
2022–23	34,782	13,602	1,263	14,865	0.58
2023–24	37,061	14,493	1,313	15,807	0.59

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 13.

Explanatory notes

Cultural and creative activity GDP in Print media and publishing (excl. internet) increased by \$5.0 billion or 46.0% from 2014–15 to 2023–24. The increase was mainly driven by software publishing activities that have experienced strong growth in recent years. Despite the challenges posed by COVID-19, growth in software publishing has remained steady, buoyed by the increased demand for remote working software counterbalancing cutbacks by businesses facing financial constraints.⁷

However, as a share of GDP, print media and publishing (excl. internet) has declined from 0.67% to 0.59% during this period. This was mainly driven by the decrease in newspaper, magazine and other periodic publishing activity, as consumers purchase fewer printed publications and use digital media to access content.⁸

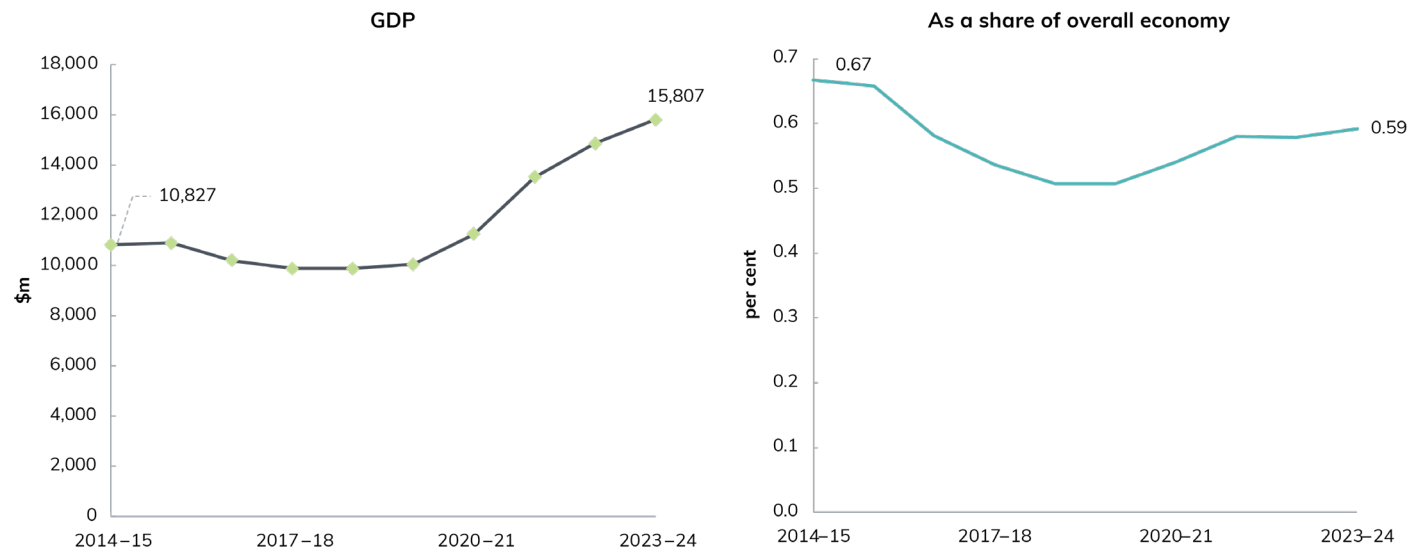
⁷ IBISWorld industry report (2024), J5420 Software Publishing in Australia, June 2024, p. 13.

⁸ IBISWorld industry report (2023), J5412 Magazine and Directory Publishing in Australia, May 2023, p. 7.

Figure 16.
Print media and publishing (excl. internet), GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 22.



Explanatory notes

See notes of Table 11.

Table 12.
Architecture services, 2014–15 to 2023–24

Architecture services Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	10,187	4,624	0	4,624	0.28
2015–16	10,300	4,588	6	4,594	0.28
2016–17	10,056	4,573	4	4,577	0.26
2017–18	11,023	4,771	5	4,776	0.26
2018–19	11,291	4,839	5	4,844	0.25
2019–20	11,700	5,138	5	5,143	0.26
2020–21	11,913	5,289	5	5,294	0.25
2021–22	12,692	5,525	6	5,531	0.24
2022–23	13,751	5,960	7	5,967	0.23
2023–24	14,675	6,360	7	6,368	0.24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 14.

Explanatory notes

Cultural and creative activity GDP in Architecture services increased by \$1.7 billion or 37.7%, from 2014–15 to 2023–24.

Architecture firms have benefitted from a period of high population growth which has also increased property prices. These trends have provided a significant source of industry demand, particularly for small-scale architects.⁹

However, as a share of the overall economy, this domain has declined from 0.28% to 0.24% over the period.

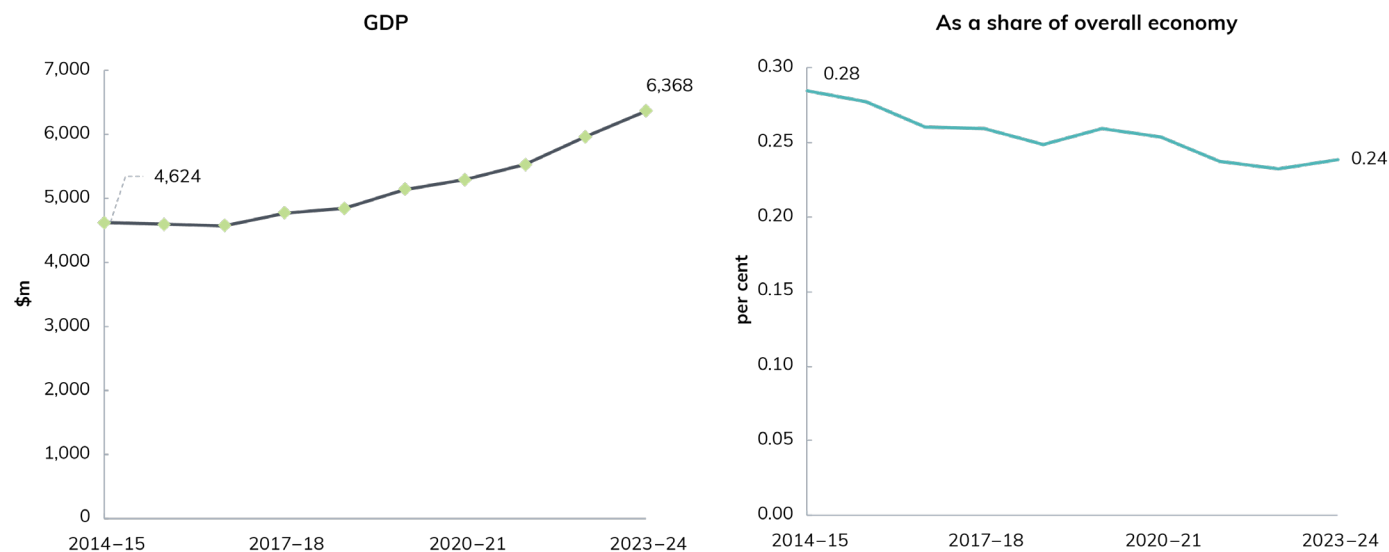
⁹ IBISWorld industry report (2024), M6921 Architectural Services in Australia, June 2024, p. 19.

Figure 17.

Architecture services, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 23.



Explanatory notes

See notes of Table 12.

Table 13.
Design and fashion, 2014–15 to 2023–24

Design and fashion Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	6,942	3,352	7	3,360	0.21
2015–16	6,931	3,273	4	3,277	0.20
2016–17	8,624	4,145	7	4,152	0.24
2017–18	9,163	4,427	6	4,433	0.24
2018–19	9,223	4,361	6	4,367	0.22
2019–20	9,350	4,522	7	4,529	0.23
2020–21	9,719	4,806	7	4,813	0.23
2021–22	10,018	4,947	6	4,953	0.21
2022–23	10,759	5,395	5	5,400	0.21
2023–24	11,417	5,725	5	5,730	0.21

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 15.

Explanatory notes

Cultural and creative activity GDP in Design and fashion has experienced a growth of \$2.4 billion from 2014–15 to 2023–24.

Specialised design service providers that have integrated new design innovations have capitalised on the widespread adoption of digital technology. More businesses have taken their operations online and onto social media platforms, lifting demand for website design services.¹⁰

As a share of the overall economy, this domain has remained relatively flat at 0.21% over the period.

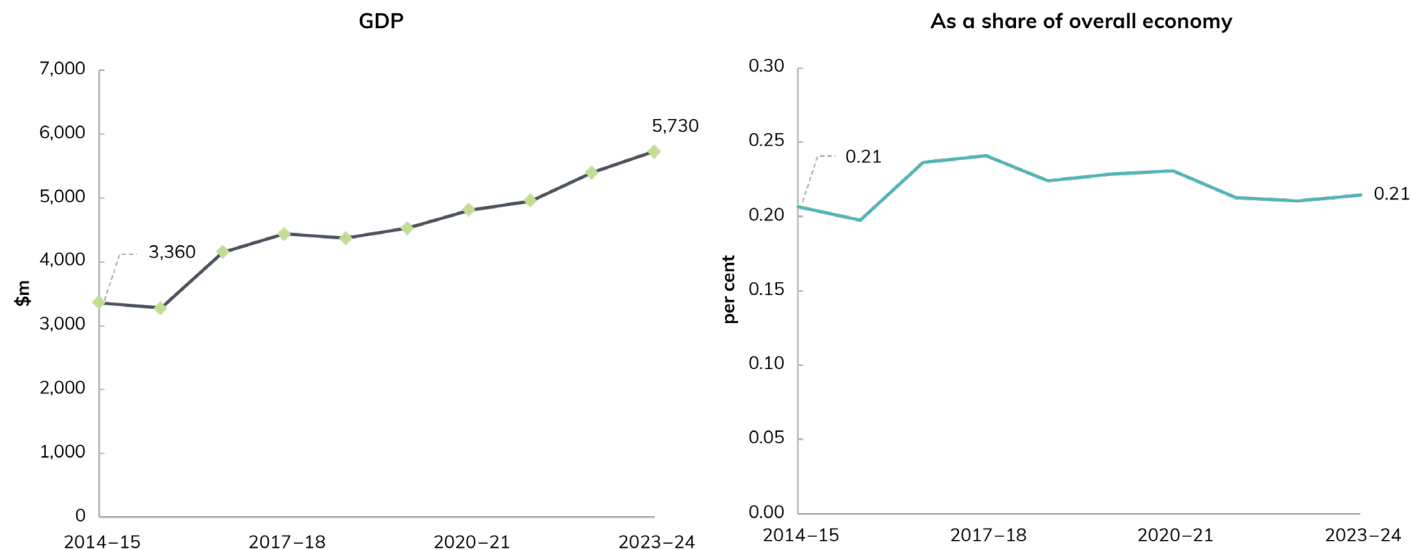
¹⁰ IBISWorld industry report (2024), M6924 Specialised Design Services in Australia, October 2024, p. 12.

Figure 18.

Design and fashion, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 24.



Explanatory notes

See notes of Table 13.

Table 14.
Advertising and promotion, 2014–15 to 2023–24

Advertising and promotion Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	21,759	10,791	117	10,908	0.67
2015–16	22,736	11,026	101	11,127	0.67
2016–17	24,829	12,244	91	12,335	0.70
2017–18	25,950	12,711	94	12,805	0.70
2018–19	27,717	13,369	102	13,470	0.69
2019–20	26,988	13,350	100	13,450	0.68
2020–21	27,598	13,823	103	13,925	0.67
2021–22	30,549	15,360	102	15,462	0.66
2022–23	33,403	17,008	101	17,109	0.67
2023–24	35,429	18,039	105	18,144	0.68

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 16.

Explanatory notes

Advertising and promotion is the largest domain, accounting for 26.9% of cultural and creative activity in 2023–24. Cultural and creative activity GDP in this domain increased by \$7.2 billion, from \$10.9 billion in 2014–15 to \$18.1 billion in 2023–24.

As a share of the overall economy, this domain increased slightly from 0.67% to 0.68% over the period. People are increasingly consuming content on internet-based platforms, which is bolstering demand for online advertising at the expense of print and broadcast advertising.¹¹

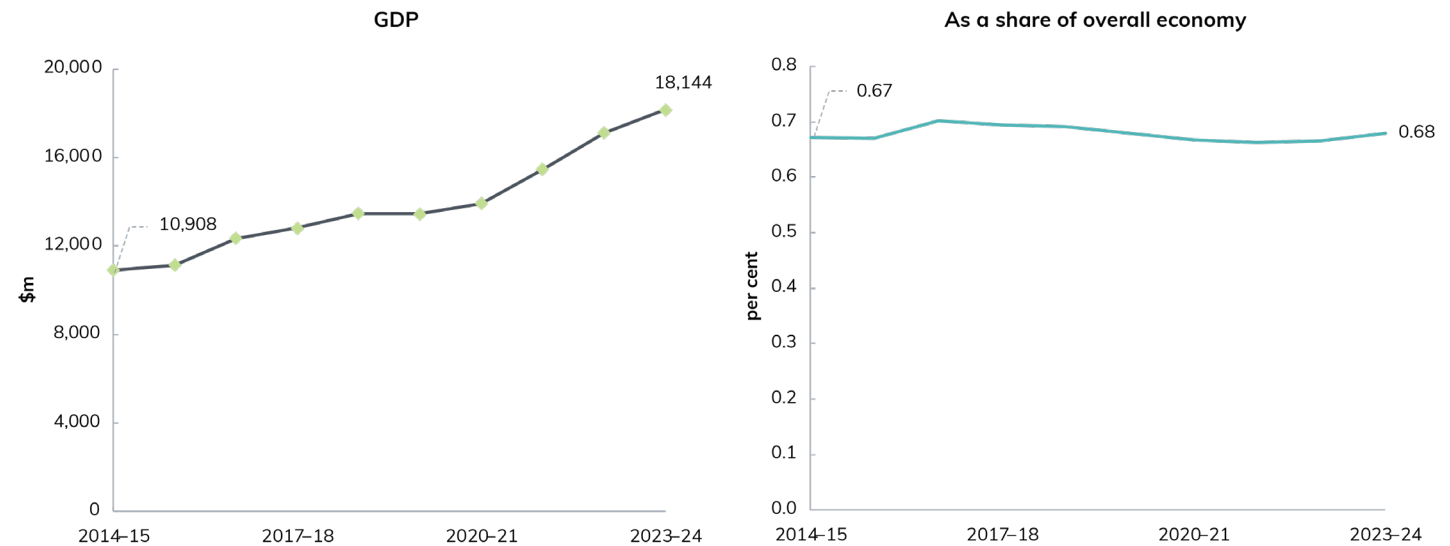
¹¹ IBISWorld industry report (2023), M6941 Advertising Agencies in Australia, July 2024, p. 20.

Figure 19.

Advertising and promotion, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 25.



Explanatory notes

See notes of Table 14.

Table 15.
Events (arts), 2014–15 to 2023–24

Events (arts) Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	953	608	21	629	0.04
2015–16	1,017	637	25	662	0.04
2016–17	1,064	661	14	675	0.04
2017–18	1,144	743	12	755	0.04
2018–19	1,215	803	12	814	0.04
2019–20	1,105	750	9	759	0.04
2020–21	1,095	742	11	752	0.04
2021–22	1,435	963	11	975	0.04
2022–23	1,426	940	12	951	0.04
2023–24	1,504	991	12	1,004	0.04

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 17.

Explanatory notes

Cultural and creative activity GDP in arts-related events increased by \$375 million or 59.6% from 2014–15 to 2023–24.

Event promotion and management activities performed poorly during COVID-19. Pandemic-induced lockdowns led to major restrictions on a range of conferences, events and other industry services over this period. As a result, the GVA of events declined before rebounding in 2021–22 when restrictions eased.¹² There has been a marked improvement in activity for this domain since 2021–22 as restrictions have ended, and major events like music concerts have resumed.¹³ As a share of the overall economy, events has remained relatively flat at 0.04% during the period.

¹² IBISWorld industry report (2022), N7299 Event Promotion and Management Services in Australia, August 2022, p. 9.

¹³ IBISWorld industry report (2023), N7299 Event Promotion and Management Services in Australia, August 2023, p. 15.

Figure 20.

Events (arts), GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 26.



Explanatory notes

See notes of Table 15.

Table 16.
Arts education, 2014–15 to 2023–24

Arts education Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	857	500	9	510	0.03
2015–16	955	550	45	595	0.04
2016–17	965	536	63	599	0.03
2017–18	961	531	54	585	0.03
2018–19	1,090	616	63	679	0.03
2019–20	1,088	658	79	737	0.04
2020–21	1,202	764	88	852	0.04
2021–22	1,319	844	103	947	0.04
2022–23	1,578	996	125	1,121	0.04
2023–24	1,709	1,079	130	1,209	0.05

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 18.

Explanatory notes

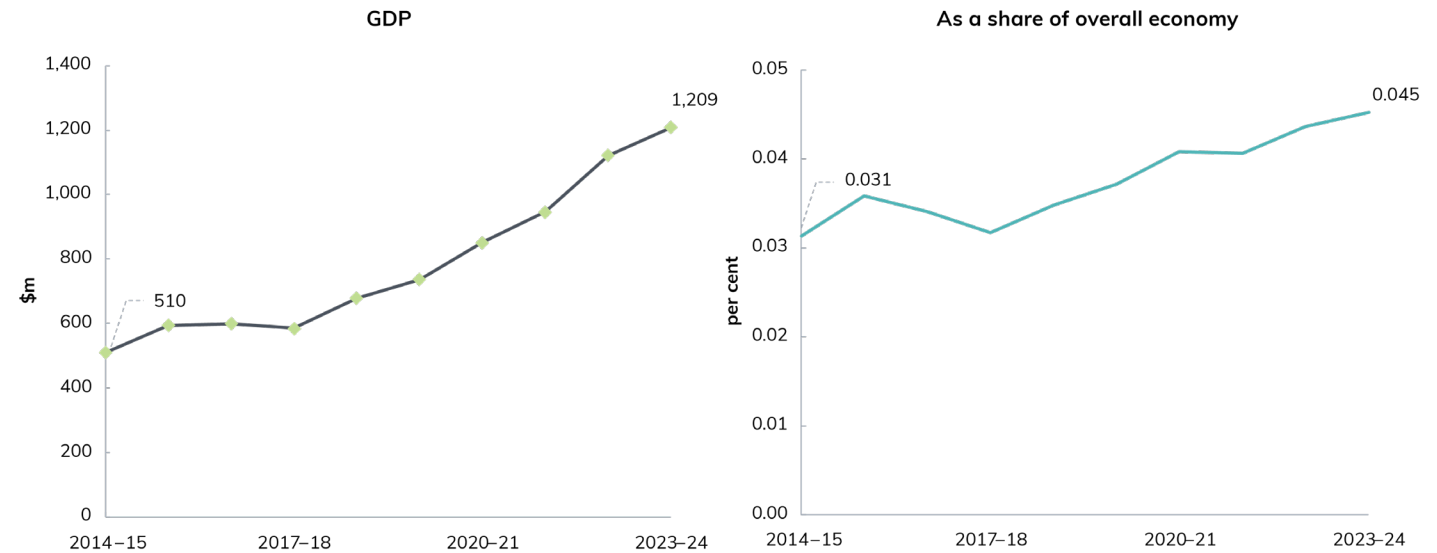
Cultural and creative activity GDP in Arts education increased by \$699 million from 2014–15 to 2023–24. As a share of the overall economy, arts education has increased slightly, from 0.03% to 0.05% over the period.

Figure 21.

Arts education, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 27.



Explanatory notes

See notes of Table 16.

Table 17.
Digital games development, 2014–15 to 2023–24

Digital games development Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of overall economy (%)
2014–15	199	90	2	92	0.006
2015–16	239	108	3	111	0.007
2016–17	284	126	6	132	0.007
2017–18	336	150	7	157	0.009
2018–19	400	159	9	168	0.009
2019–20	441	168	12	180	0.009
2020–21	562	218	14	233	0.011
2021–22	782	285	19	304	0.013
2022–23	848	299	19	318	0.012
2023–24	899	317	20	336	0.013

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 19.

Explanatory notes

Cultural and creative activity GDP in Digital games development has increased significantly – from \$92 million in 2014–15 to \$336 million in 2023–24.

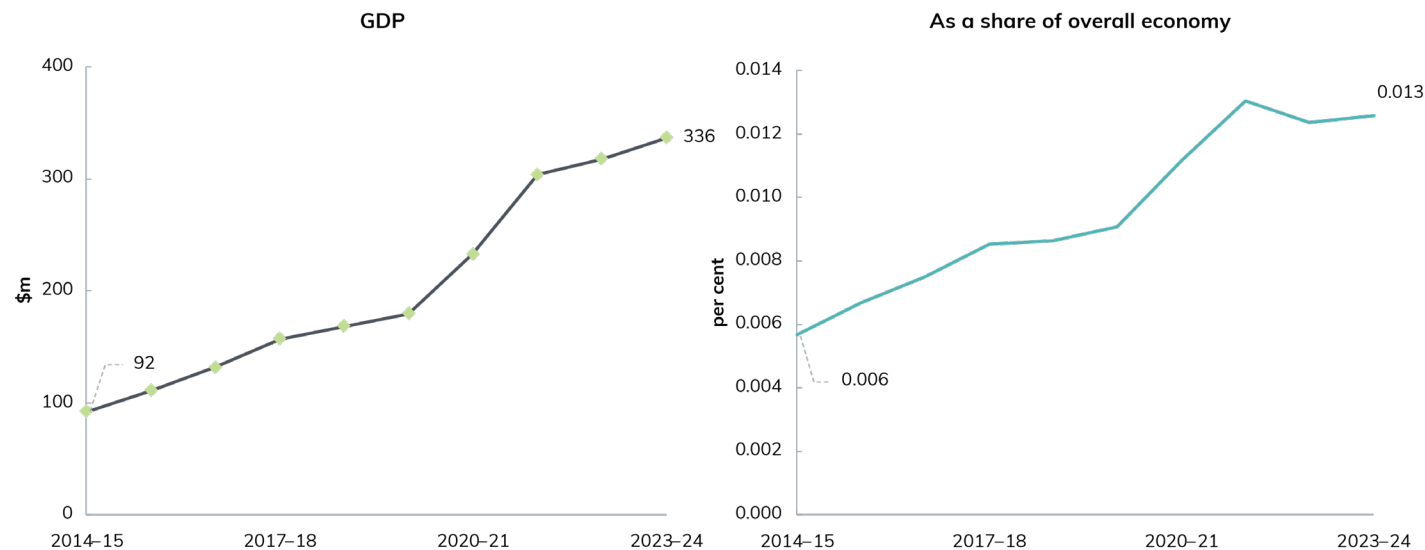
Consumer uptake of video games has been strong over the past decade. As a share of the overall economy, this domain has increased from 0.006% to 0.013% over the period.

Figure 22.

Digital games development, GDP and as a share of overall economy

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 28.



Explanatory notes

See notes of Table 17.

Table 18.

Cultural and creative activity, GVA by industry division, 2014–15 to 2023–24

Period	Manufacturing (\$m)	Construction (\$m)	Wholesale Trade (\$m)	Retail Trade (\$m)	Information Media and Telecommunications (\$m)	Professional, Scientific and Technical Services (\$m)	Administrative and Support Services (\$m)	Education and Training (\$m)	Arts and Recreation Services (\$m)	Other Services (\$m)	Total (\$m)
2014–15	2,952	1,094	1,574	296	17,666	16,588	608	500	2,371	282	43,931
2015–16	2,920	1,020	1,625	338	18,252	16,901	637	550	2,719	246	45,208
2016–17	2,817	1,031	1,705	298	17,269	18,940	661	536	2,887	259	46,403
2017–18	2,719	1,329	1,358	298	17,606	19,746	743	531	2,865	244	47,439
2018–19	2,928	1,305	1,263	250	16,828	20,441	803	616	3,266	266	47,965
2019–20	2,619	1,328	1,187	221	16,482	20,983	750	658	3,016	211	47,455
2020–21	2,752	1,357	1,250	232	17,561	21,908	742	764	2,665	202	49,433
2021–22	2,765	1,423	1,306	227	20,035	23,988	963	844	3,007	224	54,781
2022–23	2,918	1,609	1,477	276	21,615	26,392	940	996	3,641	257	60,121
2023–24	3,111	1,757	1,499	289	23,167	27,978	991	1,079	4,006	278	64,155

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 20.

Explanatory notes

Cultural and creative activity occurs across several industry divisions, as shown in Table 18. Professional, Scientific and Technical Services was the largest contributor to cultural and creative activity GVA growth over the period. Cultural and creative activity GVA in this industry experienced significant growth of \$11.4 billion or 68.7% from 2014–15 to 2023–24. The growth was driven primarily by advertising services due to increases in total business profit, positive business confidence and further digital advertising growth buttressing demand for advertising services.¹⁴

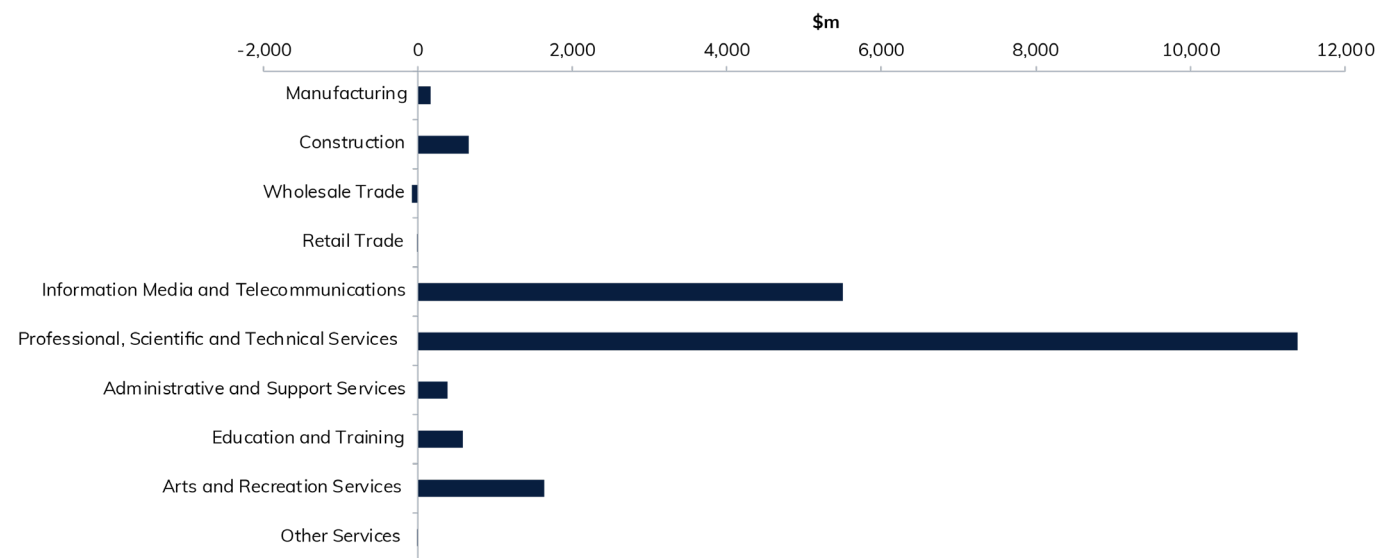
After Professional, Scientific and Technical Services, Information Media and Telecommunications was the second largest contributor to the increase in cultural and creative activity. Cultural and creative activity GVA in Information Media and Telecommunications rose by \$5.5 billion or 31.1% from 2014–15 to 2023–24, mainly driven by software publishing, which has experienced significant growth in recent years due to increased internet access and adoption of new technology. Arts and Recreation Services was the third largest contributor, and increased by \$1.6 billion or 69.0% over the period, mainly driven by activities by creative artists, musicians, writers and performers.

¹⁴ IBISWorld industry report (2024), M6941 Advertising Agencies in Australia, June 2024, p. 13

Figure 23.
Cultural and creative
GVA change by division,
2014–15 to 2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 29.



Explanatory notes

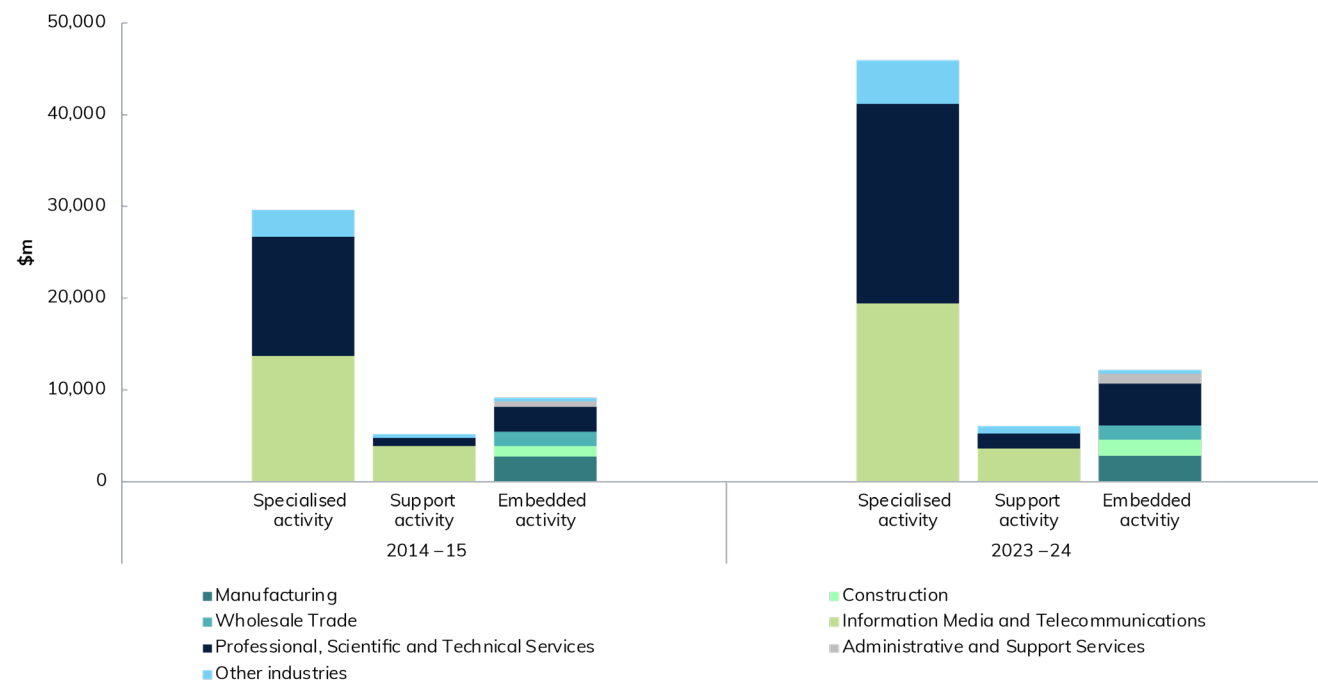
See notes of Table 18.

Figure 24.

Industry contributors to specialised, support and embedded activities, 2014–15 to 2023–24

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 30-32.



Explanatory notes

See notes of Table 19, 20 and 23.

Table 19.
Specialised activity, 2014–15 to 2023–24

Period	Manufacturing (\$m)	Information Media and Telecommunications (\$m)	Professional, Scientific and Technical Services (\$m)	Education and Training (\$m)	Arts and Recreation Services (\$m)	Other Services (\$m)	Total specialised activity (\$m)
2014–15	125	13,692	13,024	484	2,051	238	29,615
2015–16	112	14,115	13,200	515	2,271	213	30,427
2016–17	129	13,031	14,619	504	2,407	224	30,915
2017–18	131	13,353	15,319	501	2,432	210	31,946
2018–19	141	12,628	15,840	581	2,717	229	32,137
2019–20	91	12,521	16,390	617	2,498	181	32,297
2020–21	113	13,758	17,147	721	2,169	175	34,083
2021–22	129	16,804	18,688	795	2,426	194	39,037
2022–23	168	18,137	20,518	944	2,988	224	42,979
2023–24	179	19,438	21,752	1,023	3,287	243	45,922

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 21.

Explanatory notes

Specialised activity refers to cultural and creative products produced within cultural and creative industries. This activity increased by \$16.3 billion or 55.1%, from \$29.6 billion in 2014–15 to \$45.9 billion in 2023–24. Specialised activity accounted for 71.6% of total cultural and creative activity GVA in 2023–24, which indicates that most cultural and creative products were produced primarily within cultural and creative industries. Professional, Scientific and Technical Services and Information Media and Telecommunications combined represented around 90% of this specialised activity in 2023–24.

Table 20.**Support activity, 2014–15 to 2023–24**

Period	Manufacturing (\$m)	Information Media and Telecommunications (\$m)	Professional, Scientific and Technical Services (\$m)	Education and Training (\$m)	Arts and Recreation Services (\$m)	Other Services (\$m)	Total support activity (\$m)
2014–15	45	3,883	879	16	304	43	5,171
2015–16	35	4,064	963	35	398	33	5,528
2016–17	34	4,159	1,101	33	410	35	5,772
2017–18	34	4,169	1,171	30	385	34	5,822
2018–19	37	4,115	1,175	34	492	36	5,889
2019–20	24	3,897	1,271	40	462	30	5,724
2020–21	32	3,748	1,295	43	442	27	5,587
2021–22	40	3,157	1,379	48	525	29	5,178
2022–23	50	3,360	1,534	52	620	32	5,648
2023–24	53	3,601	1,626	56	682	35	6,053

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 22.

Explanatory notes

Support activity refers to any other products outside the scope of cultural and creative products within cultural and creative industries. This activity accounted for \$6.1 billion or 9.4% of cultural and creative activity GVA in 2023–24.

Support activity increased by \$882 million or 17.1%, from \$5.2 billion to \$6.1 billion from 2014–15 to 2023–24.

The main contributors of support activity were from various non-cultural-or-creative products relating to advertising services (advertising space) on newspapers, magazines and other periodicals, books, and internet publishing. Most support activity was therefore found in the Information Media and Telecommunications industry. The growth in support activity was mainly driven by the increased advertising services on internet publishing and broadcasting, due to providers, such as SVOD services, within this industry introducing more advertising to bring in additional revenue.¹⁵

¹⁵ IBISWorld industry report (2024), J5700 Internet Publishing and Broadcasting in Australia, April 2024, p. 8.

Table 21.

In-scope cultural and creative industry subdivisions

Period	Printing (including Reproduction of Recorded Media) (\$m)	Publishing (except Internet and Music Publishing) (\$m)	Motion Picture and Sound Recording Activities (\$m)	Broadcasting (except Internet) (\$m)	Internet Publishing and Broadcasting (\$m)	Library and Other Information Services (\$m)	Professional, Scientific and Technical Services (except Computer System Design and Related Services) (\$m)	Adult, Community and Other Education (\$m)	Heritage Activities (\$m)	Creative and Performing Arts Activities (\$m)	Personal and Other Services (\$m)	Total (\$m)
2014–15	171	7,374	2,495	5,735	645	1,326	13,904	500	507	1,848	282	34,786
2015–16	147	7,486	2,880	5,719	730	1,364	14,163	550	570	2,099	246	35,955
2016–17	163	6,612	2,914	5,361	958	1,344	15,721	536	615	2,203	259	36,687
2017–18	165	6,729	2,879	5,360	1,114	1,439	16,490	531	623	2,193	244	37,768
2018–19	178	6,805	2,968	4,384	1,132	1,454	17,016	616	683	2,526	266	38,027
2019–20	115	7,216	2,714	3,843	1,175	1,470	17,660	658	704	2,256	211	38,022
2020–21	145	8,260	1,982	4,446	1,348	1,469	18,442	764	728	1,883	202	39,669
2021–22	169	10,266	2,421	4,323	1,426	1,525	20,067	844	747	2,204	224	44,215
2022–23	218	11,087	3,232	4,163	1,364	1,650	22,052	996	858	2,750	257	48,627
2023–24	233	11,883	3,464	4,462	1,462	1,768	23,378	1,079	943	3,026	278	51,975

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 23.

Explanatory notes

Both specialised and support activities are captured by the cultural and creative industries, and Table 21 provides a further breakdown of the in-scope cultural and creative industries by 11 subdivisions (2-digit ANZSIC).

Table 22.
Embedded activity, 2014–15 to 2023–24

Period	Manufacturing (\$m)	Construction (\$m)	Wholesale Trade (\$m)	Retail Trade (\$m)	Information Media and Telecommunications (\$m)	Professional, Scientific and Technical Services (\$m)	Administrative and Support Services (\$m)	Arts and Recreation Services (\$m)	Total (\$m)
2014–15	2,781	1,094	1,574	296	91	2,685	608	16	9,145
2015–16	2,773	1,020	1,625	338	73	2,737	637	51	9,253
2016–17	2,653	1,031	1,705	298	79	3,219	661	70	9,717
2017–18	2,554	1,329	1,358	298	85	3,256	743	48	9,671
2018–19	2,750	1,305	1,263	250	85	3,426	803	57	9,939
2019–20	2,504	1,328	1,187	221	65	3,322	750	56	9,433
2020–21	2,607	1,357	1,250	232	56	3,466	742	54	9,763
2021–22	2,596	1,423	1,306	227	74	3,921	963	56	10,566
2022–23	2,700	1,609	1,477	276	119	4,339	940	34	11,494
2023–24	2,878	1,757	1,499	289	128	4,600	991	37	12,180

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 24.

Explanatory notes

Embedded activity contributed \$12.2 billion to cultural and creative activity GVA in 2023–24, and accounted for 19.0% of total cultural and creative activity.

Most embedded activity was produced from Professional, Scientific and Technical Services and Manufacturing industries. This was because some cultural and creative activities – such as management services (including business, artists, entertainers and sporting professionals), and manufacturing products of printing materials and crafts – have only been identified as in-scope activities through their product levels rather than industry levels. As a result, the economic value produced by these activities was only estimated as embedded activity.

Table 23.

Revisions from 2014–15 to 2022–23

Period	Cultural and creative activity gross value added (GVA) (\$m)	Net taxes on products of cultural and creative activity (\$m)	Cultural and creative activity GDP (\$m)	Cultural and creative activity as a share of GDP (%)
2014–15	-157	0	-157	0.0
2015–16	-182	0	-182	0.0
2016–17	-137	0	-137	0.0
2017–18	-98	0	-98	0.0
2018–19	-180	0	-180	0.0
2019–20	-283	0	-283	0.0
2020–21	-374	-21	-395	0.0
2021–22	-572	-21	-594	0.0
2022–23	-603	117	-485	0.0

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Explanatory notes

The estimates of cultural and creative activity from 2014–15 to 2023–24 are derived from the ABS National Accounts data: [Australian System of National Accounts, 2023–24](#), [Australian National Accounts: Supply Use Tables, 2022–23](#), and [Australian National Accounts: Input-Output Tables, 2022–23](#). The 2024 Annual National Accounts historical revisions process included improvements to the measurement of digital services and updated Film and Television capital data from the ABS 2021–22 Flexible Survey.¹⁶

As a result of these revisions, BCARR's updated estimates of cultural and creative activity vary from those presented in previous releases. Table 23 shows the overall revisions of the new estimates of cultural and creative activity from 2014–15 to 2022–23, compared to BCARR's previous estimates in [Cultural and Creative Activity in Australia, 2008–09 to 2022–23 \(Methodology Refresh\)](#) in nominal values. These changes mainly reflect the revised estimates of cultural and creative activity in information, media and telecommunications, as well as professional, scientific and technical services. There were no changes in cultural and creative activity as a share of GDP over the period.

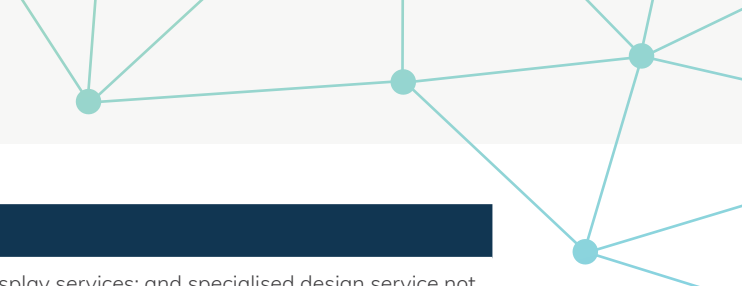
¹⁶ Australian Bureau of Statistics (2024), [Impacts from the 2024 Annual National Accounts historical revisions](#), October 2024

Appendix – Scope of cultural and creative domains

Cultural and creative activities are grouped by 15 domains. The activities within the domains are grouped in terms of the input-output product classification (IOPC) codes, and the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC 06) class codes.

No.	Domain name	Domain scope
1	Literature, creative and performing arts	<p>This domain includes:</p> <ul style="list-style-type: none"> › <i>Performing arts operations</i> which provide or produce live theatrical or musical presentations or performances. › <i>Creative artists, musicians, writers and performers</i> who are independent individuals or groups mainly engaged in the regular creation of original artistic or cultural works who may or may not produce and perform their works. Also includes activities providing independent technical expertise necessary for these productions, and celebrities mainly engaged in endorsing products or making speeches or public appearances for which they receive a fee; and › <i>Performing arts venue operations</i> that operate venues for the presentation and rehearsal of performing arts. <p>Visual arts creation activities are excluded from this domain.</p>
2	Visual arts and crafts	<p>This domain includes:</p> <ul style="list-style-type: none"> › <i>Activities of independent artists</i>, e.g. sculptors, painters, etc. › <i>Manufacturing products of crafts</i> including tableware, ornamental pottery and domestic ware not elsewhere classified; glass containers, bottles or jars; glass stoppers; glass inners for vacuum vessels; jewellery and silverware; and imitation jewellery (excl incorporating precious metal except as plating or as minor constituents) (excl watch straps); bags of leather or leather substitute. › Professional photographic services that are mainly engaged in providing still, video or computer photography services, including the recording of special events such as weddings. › Photographic film processing activity such as developing film and/or making photographic slides, prints and enlargements.
3	Music production and distribution	<p>This domain includes:</p> <ul style="list-style-type: none"> › <i>Musical instruments</i> (including parts and accessories). › <i>Music publishing</i> which is the acquisition and registration of copyright for musical compositions and the promotion and authorisation of the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. › <i>Music and other sound recording activities</i> which is the production of original (sound) master recordings and the release and distribution of them to wholesalers, retailers or directly to the public. This also includes the operation of sound recording studios and in the production of pre-recorded radio programs.
4	Museums and galleries	<p>This domain consists of museum operations such as the preservation and exhibition of heritage objects and artefacts as well as visual arts and crafts with aesthetic, historical, cultural, and educational value. This also includes activities related to entities operating in historical places, sites or houses</p>

No.	Domain name	Domain scope
5	Film and television activities	<p>This domain consists of:</p> <ul style="list-style-type: none"> › <i>Motion picture and video production activities</i> that mainly engaged in producing motion pictures, videos and television programs or commercials. › <i>Motion picture and video distribution activities</i> that mainly engaged in acquiring distribution rights and distributing motion pictures and videos. › <i>Motion picture exhibition activities</i> that mainly engaged in screening motion pictures using a variety of visual media. › <i>Post-production services</i> and other motion picture and video activities that mainly engaged in providing post-production services and other motion picture and video activities such as editing, film/tape transfers, titling, subtitling, credits, closed captioning and computer-produced graphics, animation and special effects, as well as developing and processing motion picture film. › <i>Free-to-air television broadcasting</i> of visual content, in the form of electronic images together with sound, through broadcasting studios and facilities. › <i>Cable and other subscription broadcasting</i> of broadcasting television programs on a subscription or fee basis to viewers.
6	Radio broadcasting	Radio broadcasting is mainly engaged in broadcasting audio signals, using radio broadcasting studios and facilities to transmit aerial programming.
7	Internet publishing and broadcasting	Internet publishing and broadcasting consists of activities engaged in publishing and/or broadcasting content on the internet.
8	Libraries and archives	Libraries and archives include activities such as maintaining the collections of documents and facilitating the use of such documents.
9	Print media and publishing (excl. internet)	<p>This domain includes:</p> <ul style="list-style-type: none"> › <i>Printing products</i> such as books, newspapers, journals and periodicals printed but not published by the business. › <i>Printing Support Services</i> such as pre-press (e.g. typesetting, colour separation or platemaking), post-press or finishing (e.g. laminating, embossing or book binding) services. › <i>Newspaper Publishing</i> activities creating and disseminating newspapers. › <i>Magazine and Other Periodical Publishing</i> activities creating and disseminating magazines, journals and other periodicals. › <i>Book Publishing</i> activities creating and disseminating books including atlases, textbooks and travel guides. › <i>Other Publishing</i> (except software, music and internet) activities such as greeting card, postcard and art print publishing. › <i>Software Publishing</i> activities mainly engaged in creating and disseminating ready-made (non-customised) computer software. › <i>Other information services</i> (including radio and television news collection and telephone based recorded information services).
10	Architecture services	Architecture services consists of activity in providing services such as planning and designing buildings and structures; or planning and designing the development of land.



No.	Domain name	Domain scope
11	Design and fashion	This domain consists of other specialised design services, including commercial art and display services; and specialised design service not elsewhere classified (such as fashion, interior and jewellery design).
12	Advertising and promotion	<p>This domain includes:</p> <ul style="list-style-type: none"> › Advertising services such as the creation of advertising campaigns and materials; and media planning and buying (i.e. placing advertisements); › Management services (including business, artists, entertainers and sporting professionals).
13	Events (arts)	<p>This domain includes:</p> <ul style="list-style-type: none"> › Theatre, concert ticketing and booking services; and › Event management or promotion (including art or similar); fund raising services (fee based) or administration services not elsewhere classified.
14	Arts education	Arts education provides non-vocational instruction in the arts, including art, dance, drama and music.
15	Digital games development	This domain consists of computer systems, hardware and software design and development services relating to digital games.