

WESTERN AUSTRALIAN CULTURAL AND CREATIVE ACTIVITY

CONTRIBUTION TO STATE PRODUCT AND INDUSTRY VALUE ADD

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EXECUTIVE SUMMARY

The report provides estimates of cultural and creative activity value add and gross state product (GSP) for all of Western Australia (WA) and for 14 creative domains. It first details the need to deal with different approaches to formulating a satellite account for cultural and creative activity. While we follow methods developed by the Bureau of Communications, Arts and Regional Research (BCARR) in its 2024 refresh of the cultural and creative satellite accounts originally developed by the Australian Bureau of Statistics (ABS), we also include results for Computer Systems Design in order to capture the full extent of the value of creative work in WA.

Some caution should be used in interpreting the statistics in this report. These are estimates calculated by our University of Canberra (UC) research team, based on estimates calculated by the FootPrintLab and the ABS. The trends and relative comparisons presented here are highly informative and are the most important findings, but we recommend avoiding any emphasis of standalone numbers taken out of the context of trend and comparative analysis.

The value of WA cultural and creative activity

In 2024, cultural and creative activity (excluding computer system design) contributed \$6.2 billion to the WA economy in GSP, or \$10.5 billion including computer system design.¹ This followed six years of consistent growth. Between 2018 and 2024, cultural and creative GSP increased by an annual average of 6.8% per annum, excluding computer systems design (a total increase of \$1.9 billion or 45%). Including computer systems design, cultural and creative GSP increased by an annual average of 7.4% per annum (a total increase of \$3.6 billion or 53%).

The value of cultural and creative activity as a share of total GSP decreased over the study period (between 2018 and 2024). This is because of the dominance of mining and resources in WA, and its growth rate, which outstrips rates of growth in the rest of the economy. For this reason, the report features cultural and creative activity as a proportion of total GSP *excluding mining*. This shows that the value of cultural and creative activity (excluding computer systems design) as a share of non-mining activity in WA was steady, at approximately 2.40% between 2018 and 2024. When computer systems design is included, the value of cultural and creative activity as a share of non-mining activity in WA increased, from 3.85% in 2018 to 4.06% in 2024.

In 2024 WA generated 9.2% of the value of all creative and cultural activity across Australia (excluding computer system design), an increase of 0.6 percentage points since 2018. This suggests that while WA's cultural and creative sector is growing at a faster rate than that of the rest of Australia, it is still smaller

¹ In 2024, the Bureau of Communications, Arts and Regional Research (BCARR) narrowed the scope of the cultural and creative activity captured by the satellite accounts, excluding wholesaling and retail components from creative activity value chains, and removing computer system design. Computer systems design has been included here to provide a more holistic picture of creative activity.

relative to the rest of its economy than across the rest of Australia; proportionally, WA's gross state product is 17.2% of Australian gross domestic product (GDP).

Domains of cultural and creative activity

The creative domains contributing the most to the WA economy in 2024 were:

- Computer systems design contributed 40.3% of total WA cultural and creative GSP
- Advertising and promotion contributed 11.9%
- Architecture services contributed 8.8%
- Internet publishing and broadcasting contributed 8.3%
- Print media and publishing (excluding internet) contributed 6.8%
- Visual arts and crafts contributed 6.2%

Between 2018 and 2024, five out of these six top domains experienced growth exceeding that of non-mining GSP (6.7% per annum). Those creative domains with average growth above non-mining GSP were:

- Literature, creative and performing arts at 13.4%
- Visual arts and crafts at 12.1%
- Advertising and promotion at 10.0%
- Print at 8.9%
- Computer systems design grew at an annual average of 8.4%
- Internet publishing and broadcasting contributed 8.3%
- Museums and galleries at 8.6%
- Design and fashion 6.7%
- Arts education 7.3%

And the creative domains with growth behind non-mining economic growth were:

- Internet publishing and broadcasting at 5.5%
- Libraries and archives at 4.4%
- Architecture services at 4.8%
- Music production and distribution at 3.2%
- Film and television activities at 1.2%
- Radio broadcasting at -6.5%

Cultural and creative activity across the WA economy

Three quarters of the value of cultural and creative products and services are generated within the creative industries themselves, while one quarter are generated in other industries. This aligns with our analysis of 2021 Census data for WA:

- 28.2% of total creative incomes are earned through work outside the creative industries, and
- 25.6% of creative jobs are in industries other than the creative industries.

A notable difference in the creative products and services found within and outside the creative industries are **advertising and promotion** activities. The value that advertising and promotion activities contributed to the WA economy through industries other than the cultural and creative industries is far greater than they contributed to the cultural and creative industries themselves – \$861.6 million compared with \$337.0 million. Advertising and promotion is a critical enabling activity, utilised across the economy with

businesses employing these creative skills directly, holding and developing them in-house rather than relying on contracting them from specialist providers. Other domains where their economic contribution is greater outside the cultural and creative industries in WA are **libraries and archives** (\$203.8 million vs \$116.0 million) and **music production and distribution** (\$74.0 million vs \$6.0 million).

Other domains also made significant contributions to GSP outside the cultural and creative industries, including Computer systems design (\$315.1 million) and Print media and publishing (excl. internet) (\$230.1 million).

METHODOLOGY

Reconciling different approaches to formulating a satellite account for cultural and creative activity

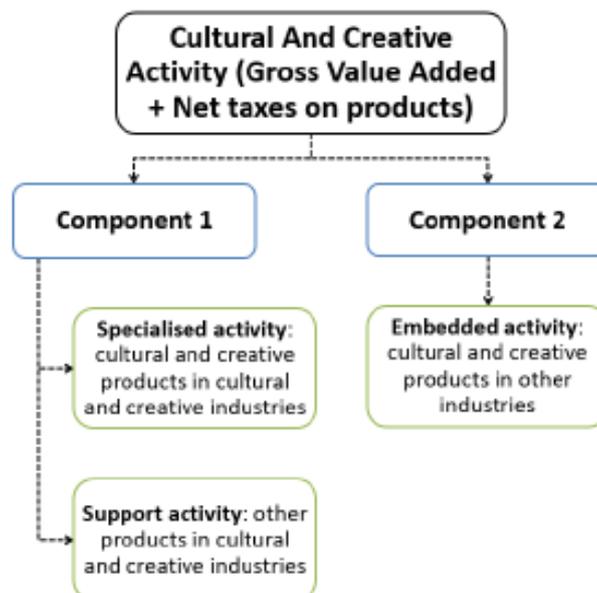
The first satellite accounts for the cultural and creative industries (CCIs) were developed by the ABS in 2013. They drew on Queensland University of Technology's (QUT)'s (now UC's – hereafter QUT/UC) Creative Trident and CCI definition, and estimated value add over the entirety of the CCIs for Australia with four components:

1. the value generated up and downstream through the CCI value chain (based on national account value add estimates for each industry),
2. value generated through creative occupations in other industries (estimated as compensation of employment)
3. volunteer services to arts and heritage organisations (estimated using other ABS surveys)
4. non-market output of market producers in the CCIs (also estimated using other ABS surveys)

Following the ABS's publication of its original cultural and creative satellite accounts, BCARR regularly updated the estimates by indexing the first and second components using annual national accounts multipliers. Then, between 2022 and 2024, BCARR conducted a review, releasing an updated methodology and revised estimates in December 2024. BCARR's new approach includes three major changes: introducing a consistent production boundary, narrowing the scope of the cultural and creative activity captured by the satellite accounts and using the product-industry matrix of the input-output tables of the national accounts to estimate value.

A consistent production boundary. BCARR modified the ABS's first and second components of the satellite account to mirror the distinctions characterised by the QUT-UC Creative Trident:

Figure 1. Updated framework and boundary



Source: BCARR.

Our approach here is to maintain this framework across the different cultural and creative domains and for all cultural and creative activity as a whole, so that aggregated results for WA can be compared with BCARR's total for all of Australia.

Narrowed scope. BCARR modified the focus of the original satellite accounts, excluding wholesaling and retail components from creative activity value chains, and removing computer system design. This does two things:

1. Excluding wholesaling and retail eliminates significant value generated by cultural and creative products up and down their respective value chains.
2. Removing computer system design takes out the largest and fastest growing creative sector in the creative industries, substantially reducing estimates of the economic contribution of creative activity and embedded creative employment across the Australian economy. Computer system design activity is particularly important as a creative input in highly IT-reliant industries such as mining and resources.

Note that while the QUT-UC definition of the CCIs includes computer system design, it does not include wholesaling and retail. This is because the QUT-UC definition was developed to identify employment that is involved with the creation of new knowledge or intellectual property. This is different to the aim of satellite accounts, which is to identify the value contributed to the economy by a particular set of industries or activities.

Our approach here is to (wherever it is reasonable) match the BCARR scope. Therefore we have also excluded wholesaling and retailing related to creative activities. However, we have included in this report an activity domain for computer system design, to provide a better and more accurate estimate of the value contributed to the WA economy by creative activities. Lists of relevant cultural and creative products and industries, and the domains to which they are allocated, are included in the appendix.

Production-focussed measures using input-output tables. BCARR uses the input-output tables from the ABS's national accounts to estimate the value of cultural and creative products produced by cultural and creative industries (specialised activity), the value of other products produced by cultural and creative industries (support activity) and the value of cultural and creative products produced by other industries (embedded activity). The ABS only publishes input-output tables for Australia as a whole, not by state.

For this study, input-output tables for WA have been supplied by an economic research team at the FootprintLab, developed in collaboration with the University of Sydney and UNSW. The input-output tables are used to estimate gross state product for cultural and creative activity and industry value added in WA using the following approach:

- Products listed in the input-output tables are categorised as either creative or non-creative. Creative products are allocated to their appropriate domain.
- The value of production is distributed by domain and by specialised, support or embedded activity, with relevant proportions for distribution estimated using Census employment and income data from 2016 and 2021. The 2016 Census is used to estimate the 2018 and 2019 activity levels while 2021 Census is used to estimate 2020, 2021 and 2022.
- The proportional contribution of specialised, support and embedded activity is then applied to the products listed in the input-output tables to allocate the value of compensation of employment,

gross operating surplus and mixed income and taxes to specialised, support and embedded activity categories.

- Given the input-output tables are from 2018 to 2022, we further forecast the 2023 and 2024 data using the ABS Australian National Accounts: State Accounts, Income and Industry Components of Gross State Product, Western Australia, current prices.
- These components are then summed to generate totals for each domain for each year.

Notes on this report

It has not been possible to exactly replicate every estimate in the BCARR report. Two variations should be noted:

1. BCARR does not include computer systems design as a domain in the scope of its satellite account, but does include digital games development, which forms part of computer systems design. Due to limitations of the Australian and New Zealand Standard Industrial Classification (ANZSIC) and Australian and New Zealand Standard Classification of Occupation (ANZSCO) classification schema, it is not possible here to separately estimate the value of digital games development.
2. Similarly, we have not been able to estimate the value of the events (arts only) domain, also because the ANZSIC and ANZSCO are not sufficiently detailed to estimate a proportional allocation for this domain.
3. BCARR did not include a number of 'not elsewhere included' (nec) and 'not further defined' (nfd) in its list of creative industries. Excluding these categories can produce significant differences – we have included them here to ensure best accuracy.

ECONOMIC ESTIMATES

Cultural and creative activity, 2008-09 to 2023-24

Cultural and creative activity (excluding computer system design) contributed \$6.2 billion to the WA economy in 2024 (Table 1a, Figure 1 and Table 2), or \$10.5 billion including computer system design (Table 1b). This followed six years of growth: between 2018 and 2024, cultural and creative GSP excluding computer systems design increased by an annual average of 6.8% per annum, (a total increase of \$1.9 billion or 45%), or by an annual average of 7.4% per annum including computer systems design (a total increase of \$3.6 billion or 53%).

Note that the value of cultural and creative activity as a share of total GSP has decreased over the study period (second right column in Tables 1a and 1b). Since mining and resources dominates the WA to such a large extent (Figure 2), Tables 1a and 1b also include cultural and creative activity as a proportion of total GSP *excluding mining* (furthest right columns). This shows that the value of cultural and creative activity (excluding computer systems design) as a share of non-mining activity in WA was steady between 2018 and 2014, at approximately 2.40%. When computer systems design is excluded, the value of cultural and creative activity as a share of non-mining activity in WA increased from 3.85% in 2018 to 4.06% in 2024.

Table 1a Cultural and creative activity value add, GSP and share of GSP, 2018 to 2024 (EXCLUDING computer system design)

Year	Cultural and creative activity state value added \$m	Net taxes on products of cultural and creative activity \$m	Cultural and creative activity GSP \$m	Cultural and creative activity as a share of total GSP %	Cultural and creative activity as a share of total GSP excl. mining %
2018	4,162.3	102.0	4,264.3	1.71%	2.39%
2019	4,183.0	116.5	4,299.6	1.53%	2.38%
2020	4,431.8	-7.1	4,424.8	1.45%	2.41%
2021	4,813.4	-56.3	4,757.1	1.37%	2.43%
2022	5,325.0	35.8	5,360.9	1.30%	2.45%
2023	5,721.6	38.1	5,759.8	1.32%	2.38%
2024	6,143.9	40.6	6,184.6	1.34%	2.39%

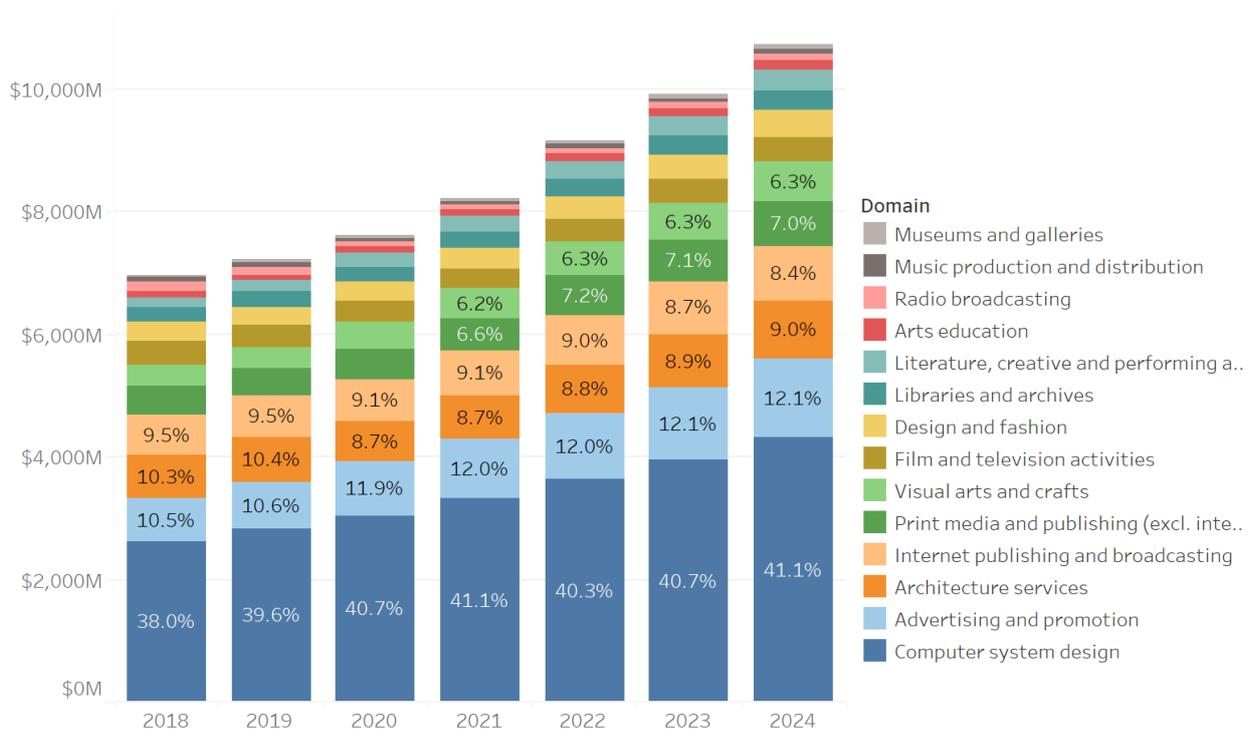
Source: UC estimates, ABS 2025 Australian National Accounts: State Accounts, Table 1

Table 1b Cultural and creative activity value add, GSP and share of GSP, 2018 to 2024 (INCLUDING computer system design)

Year	Cultural and creative activity state value added \$m	Net taxes on products of cultural and creative activity \$m	Cultural and creative activity GSP \$m	Cultural and creative activity as a share of total GSP %	Cultural and creative activity as a share of total GSP excl. mining %
2018	6,698.9	180.1	6,878.9	2.77%	3.85%
2019	6,905.1	216.0	7,121.2	2.53%	3.95%
2020	7,458.0	6.9	7,464.9	2.44%	4.07%
2021	8,126.0	-55.7	8,070.3	2.32%	4.13%
2022	8,931.0	54.3	8,985.4	2.18%	4.11%
2023	9,660.7	58.3	9,719.1	2.23%	4.02%
2024	10,438.3	62.6	10,501.0	2.28%	4.06%

Source: UC estimates, ABS 2025 Australian National Accounts: State Accounts, Table 1

Figure 1 Cultural and creative activity by domain,¹ 2018 to 2024, current prices



Note 1. Inclusions in each domain are listed in the next section, and in the appendix.

Source: UC estimates

Table 2 Cultural and creative activity domains in WA: GSP (\$ million)

Domain	2018	2019	2020	2021	2022	2023	2024
Computer system design	\$2,614.6	\$2,821.6	\$3,040.1	\$3,313.2	\$3,624.5	\$3,959.3	\$4,316.4
Advertising and promotion	\$718.9	\$751.6	\$888.6	\$965.8	\$1,076.0	\$1,171.7	\$1,275.0
Architecture services	\$706.3	\$741.4	\$652.5	\$705.0	\$789.0	\$862.6	\$941.2
Internet publishing and broadcasting	\$652.3	\$679.0	\$682.6	\$735.9	\$811.5	\$849.0	\$887.2
Print media and publishing (excl. internet)	\$469.8	\$447.5	\$488.0	\$531.7	\$648.8	\$689.8	\$733.0
Visual arts and crafts	\$333.3	\$349.0	\$454.2	\$497.2	\$561.6	\$609.2	\$660.9
Film and television activities	\$399.4	\$346.5	\$333.7	\$322.0	\$365.8	\$384.9	\$404.3
Design and fashion	\$295.7	\$311.7	\$307.5	\$332.3	\$369.4	\$403.2	\$439.4
Libraries and archives	\$251.4	\$256.3	\$242.8	\$263.4	\$287.4	\$303.2	\$319.8
Literature, creative and performing arts	\$158.5	\$165.7	\$232.5	\$249.6	\$284.7	\$310.9	\$339.7
Arts education	\$95.0	\$100.0	\$107.5	\$116.2	\$127.9	\$136.1	\$144.7
Radio broadcasting	\$161.7	\$128.0	\$74.3	\$81.8	\$91.2	\$95.7	\$100.4
Music production and distribution	\$65.0	\$67.9	\$55.9	\$58.7	\$65.1	\$72.2	\$79.9
Museums and galleries	\$43.7	\$45.6	\$48.9	\$52.4	\$59.9	\$65.4	\$71.4
Total cultural and creative activities¹	\$6,879.0	\$7,121.2	\$7,464.9	\$8,070.4	\$8,985.4	\$9,719.1	\$10,501.0

Note 1. The value of each domain overlaps with other domains, and value add and GSP for each domain should not be summed together. The total included at the bottom of this table **excludes** overlaps.

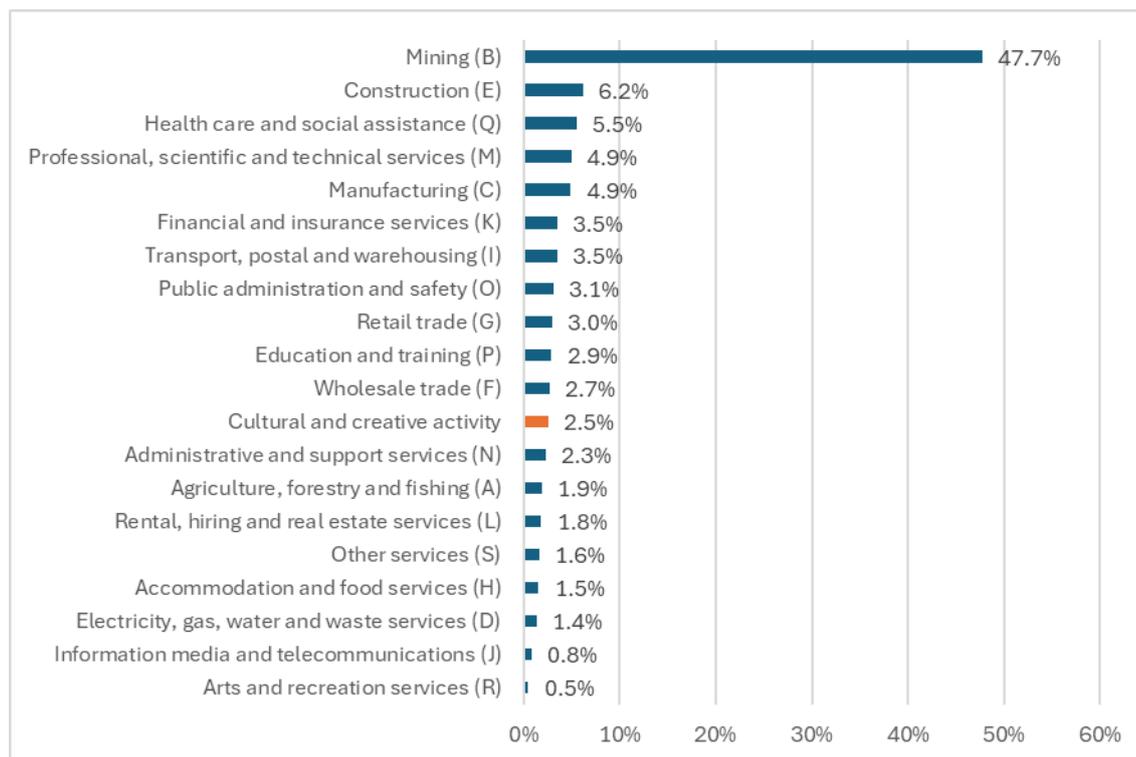
Source: UC estimates

Relative to gross state product (GSP)

The Australian System of National accounts lists industries defined according to the ANZSIC, with 19 industry divisions. Cultural and creative activity is not defined as an industry division in the ANZSIC. Instead, it groups together industry classes that the ANZSIC places in separate industry divisions.

Figure 2 shows the size of the value of cultural and creative activity relative to that of other industries. Contributing 2.5% of industry value add, the value of cultural and creative activity (including computer system design) is comparable to administrative and support services, at 2.3%, and wholesale trade, at 2.7%. 2.5% is identical to BCARR's national estimates.

Figure 2 Cultural and creative gross value add (GVA) and industry share of total economy value add, 2024 (including computer systems design)



Source: UC estimates, ABS 2025 Australian National Accounts: State Accounts, Table 6

Comparisons with BCARR estimates of cultural and creative GDP

To compare our estimates of the value of cultural and creative activity in WA with the contribution of cultural and creative activity to Australian GDP, this section excludes computer system design. BCARR excludes computer system design from the scope of its cultural and creative satellite accounts, and includes digital games development. While digital games development is mostly captured within computer system design, we are unable to estimate it separately here due to data and methodology limitations. Note that the economic contribution value of digital games development in WA is likely relatively small and would not make a significant difference to the aggregate results presented here.²

Table 3 shows that in 2024 WA generated 9.2% of the value of all creative and cultural activity across Australia (excluding computer system design), an increase of 0.6 percentage points since 2018. This suggests that while WA’s cultural and creative sector is growing at a faster rate than that of the rest of Australia, it is still smaller relative to the rest of its economy than across the rest of Australia: proportionally, WA’s gross state product is 17.2% of Australian gross domestic product.

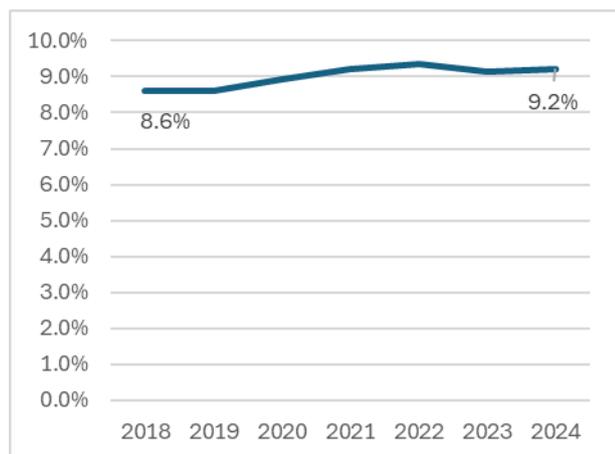
² According to the ABS’s 2023 survey of film, television and games producers, in 2021-22 there were 10 digital games production companies in WA, employing 41 people and generating total income of \$5.3 million. <https://www.abs.gov.au/statistics/industry/technology-and-innovation/film-television-and-digital-games-australia/2021-22-financial-year>

Table 3 Comparison of WA cultural and creative GSP and Australian cultural and creative GDP, 2018 to 2024 (excluding computer system design and digital games development)

	WA Cultural and creative activity gross state product (GSP) (excludes computer system design)	Australian cultural and creative activity gross value added (GDP) (excludes computer systems design)	WA GSP as a proportion of Australian GDP
	\$m	\$m, year ended June	%
2018	4,264.3	49,554	8.6%
2019	4,299.6	50,056	8.6%
2020	4,424.8	49,514	8.9%
2021	4,757.1	51,637	9.2%
2022	5,360.9	57,374	9.3%
2023	5,759.8	62,908	9.2%
2024	6,184.6	67,040	9.2%

Sources: UC estimates, BCARR 2024 Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh) Statistical Working Paper, ABS 2025 Australian National Accounts: State Accounts, Table 1

Figure 3 WA creative and cultural GSP as a proportion of Australian creative and cultural GDP, 2018 to 2024, excluding computer system design



Sources: UC estimates, BCARR 2024 Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh) Statistical Working Paper, ABS 2025 Australian National Accounts: State Accounts, Table 1

CULTURAL AND CREATIVE ACTIVITY BY DOMAIN

This section presents state value added and gross state product estimates for each creative domain. Domains are presented in order of the size of their contribution to the WA economy. As some creative domains are very small and mining in WA is very large with strong growth, comparative data are presented as the share of non-mining GSP for each domain rather than for the whole WA economy.

Computer systems design

The computer systems design domain consists of:

- Computer systems, hardware and software design and development services

Computer systems design was the largest cultural and creative domain in WA in 2024, contributing \$4,316.4 million, or 1.75% of the total value of WA non-mining GSP.

GSP for computer systems design increased by \$1,701.8 million between 2018 and 2024, at an average annual rate of 8.4%. Its share of non-mining GSP increased between 2018 to 2022, from 1.54% to 1.75%, evidence that the economic contribution of computer systems design grew at a faster rate than the average for other WA industries (excluding mining).

Figure 4 Computer systems design GSP and share of GSP

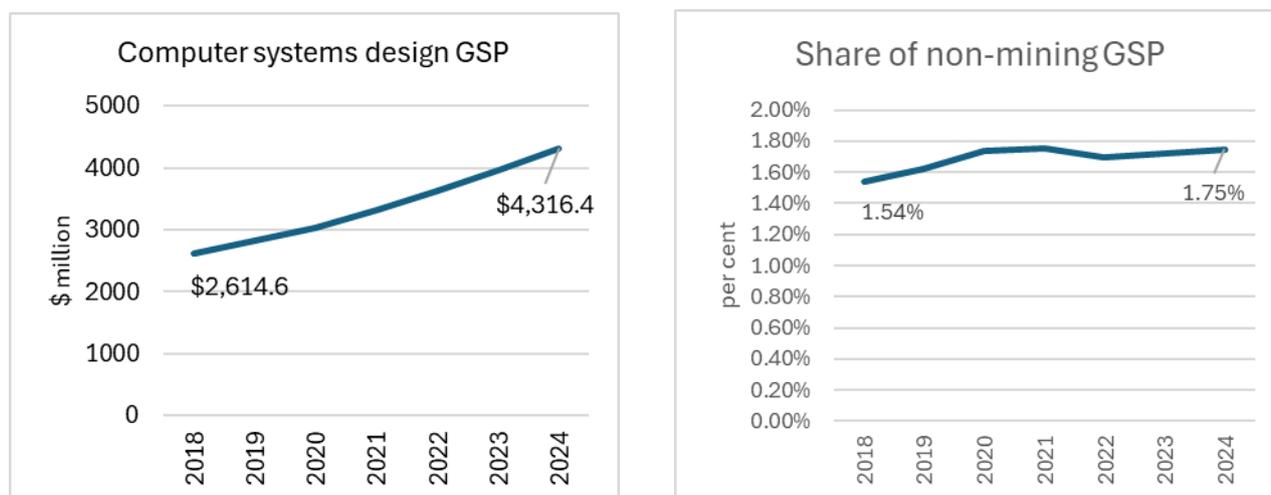


Table 4 Computer systems design, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Computer systems design GSP \$m	Share of non-mining GSP %
2018	2,536.60	78.10	2,614.60	1.54%
2019	2,722.10	99.50	2,821.60	1.63%
2020	3,026.20	14.00	3,040.10	1.73%
2021	3,312.60	0.60	3,313.20	1.75%
2022	3,606.00	18.50	3,624.50	1.70%
2023	3,939.10	20.20	3,959.30	1.72%
2024	4,294.40	22.00	4,316.40	1.75%

Advertising and promotion

The advertising and promotion domain consists of:

- Advertising services
- Management services (incl business, artists, entertainers and sporting professionals) (arts related activity only)

Advertising and promotion was the second-largest cultural and creative domain in WA in 2024, contributing \$1,275.0 million, or 0.52% of the total value of non-mining GSP.

GSP for advertising and promotion increased by \$556.1 million between 2018 and 2024, at an average annual rate of 10.0%. Its share of non-mining GSP increased between 2018 to 2022, from 0.42% to 0.52%. Most of this increase occurred between 2019 and 2020 with advertising and promotion growing at a similar rate to the rest of the WA economy since then.

Figure 5 Advertising and promotion GSP and as a share of GDP

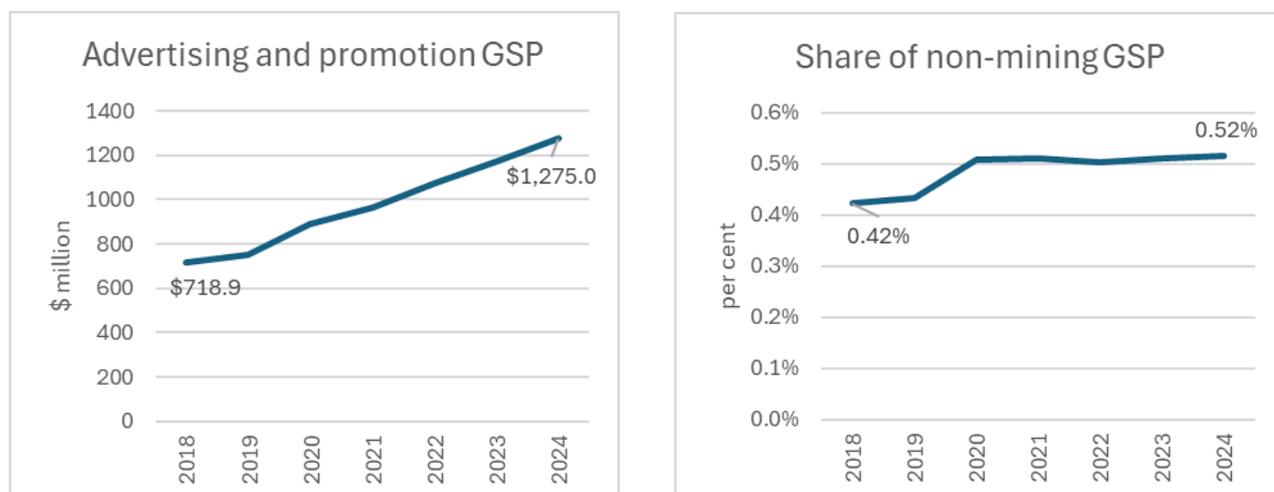


Table 5 Advertising and promotion, 2018 to 2024

Year	State value added	Net taxes	Advertising and promotion GSP	Share of non-mining GSP
	\$m	\$m	\$m	%
2018	710.1	8.8	718.9	0.42%
2019	740.8	10.8	751.6	0.43%
2020	890.2	-1.6	888.6	0.51%
2021	970.7	-4.9	965.8	0.51%
2022	1070.6	5.5	1076.0	0.50%
2023	1165.8	6	1171.7	0.51%
2024	1268.5	6.5	1275.0	0.52%

Architecture services

The architecture services domain consists of:

- Architectural services

Architecture services was the third-largest cultural and creative domain in WA in 2024, contributing \$941.2 million, or 0.38% of the value of non-mining GSP.

WA GSP for architectural services increased by \$234.9 million between 2018 and 2024, at an average annual rate of 4.8%. The value of architecture services relative to the rest of the WA economy fell over the study period, with its share of non-mining GSP falling from 0.42% in 2018 to 0.38% in 2024. This fall substantially occurred during the first year of COVID, with growth in the value of architecture services tracking that of the rest of the WA economy since 2020.

Figure 6 Architecture services GSP and as a share of GDP

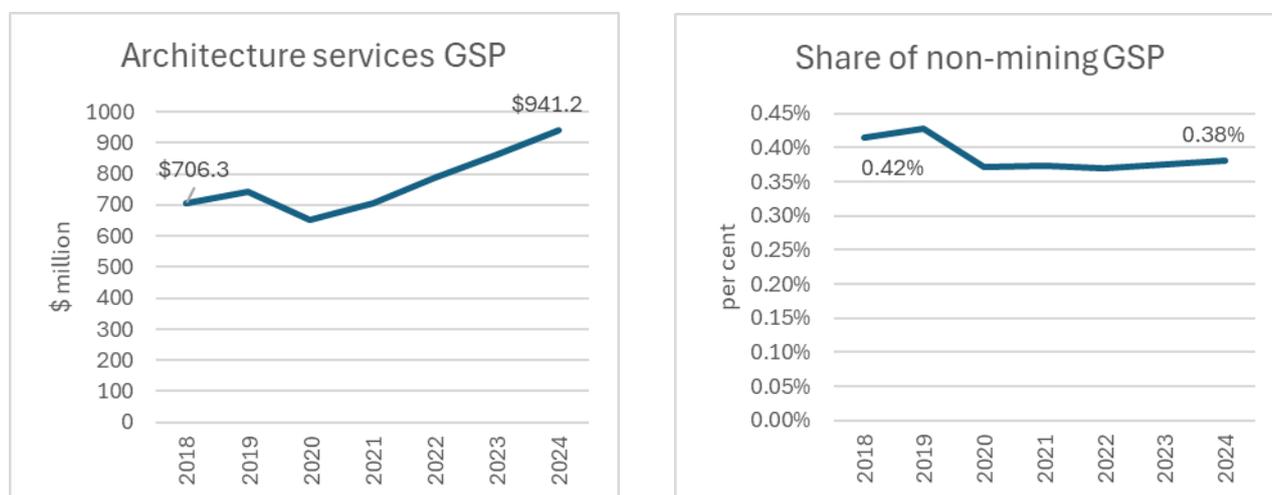


Table 6 Architecture services, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Architecture services GSP \$m	Share of non-mining GSP %
2018	681.7	24.6	706.3	0.284%
2019	711.0	30.4	741.4	0.263%
2020	655.7	-3.1	652.5	0.213%
2021	714.7	-9.7	705.0	0.203%
2022	778.2	10.7	789.0	0.191%
2023	850.8	11.7	862.6	0.198%
2024	928.3	12.8	941.2	0.205%

Internet publishing and broadcasting

The internet publishing and broadcasting domain consists of:

- Internet publishing and broadcasting services (incl radio, television, books, newspapers and magazines)

Internet publishing and broadcasting was the fourth-largest cultural and creative domain in WA in 2024, contributing \$887.2 million, or 0.36% of non-mining GSP.

GSP for internet publishing and broadcasting increased by \$234.9 million between 2018 and 2024, at an average annual rate of 5.5%. The value of internet publishing and broadcasting relative to non-mining GSP fell slightly from 0.38% in 2018 to 0.36% in 2024.

Figure 7 Internet publishing and broadcasting GSP and as a share of GDP

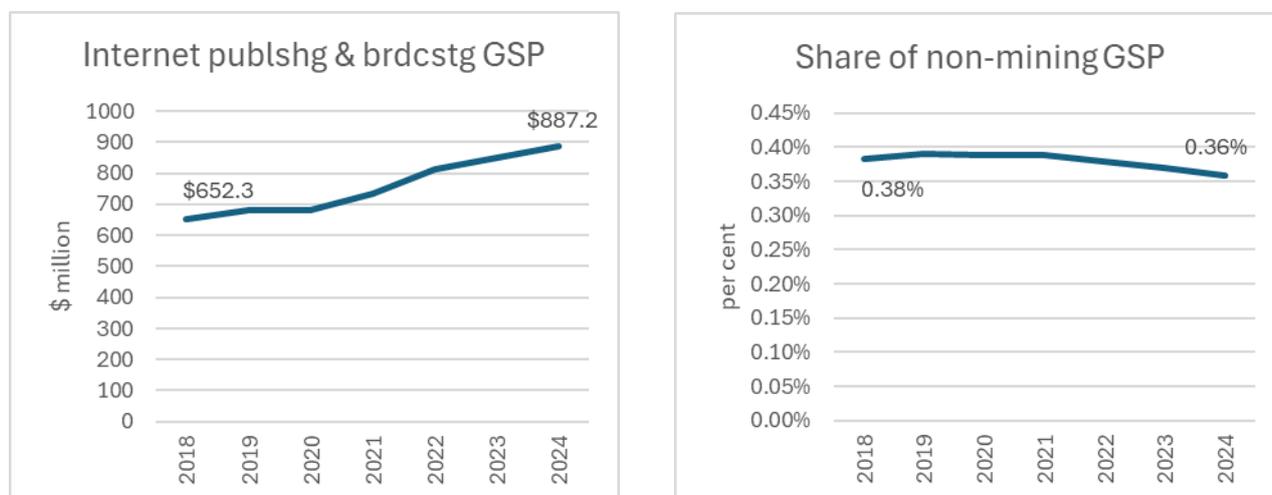


Table 7 Internet publishing and broadcasting, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Internet publishing & broadcasting GSP \$m	Share of non-mining GSP %
2018	635.6	16.6	652.3	0.38%
2019	661.9	17.1	679.0	0.39%
2020	672.5	10.1	682.6	0.39%
2021	736.0	-0.1	735.8	0.39%
2022	808.5	3	811.5	0.38%
2023	845.9	3.2	849.0	0.37%
2024	883.9	3.3	887.2	0.36%

Print media and publishing (excl. internet)

The print media and publishing (excluding internet) domain consists of:

- Books (incl atlases & touring guides), maps, charts, plans, sheet music printed but not published by this business
- Newspapers, journals and periodicals printed but not published by this business once a week or more
- Newspapers, journals and periodicals printed but not published by this business less than weekly
- Letter and correspondence cards (printed but not published), postcards
- Typesetting and prepared printing plates/cylinders, or other media for use in printing
- Printing trade services nec (excluding desktop publishing)
- Newspaper publishing (incl printed and published by the same business) published once a week or more
- Newspaper publishing (incl printed and published by the same business) published less than weekly
- Copyright leasing - newspapers
- Magazine and other periodical publishing (incl printed and published by the same business)
- Copyright leasing - magazines and other periodicals
- Book publishing (incl textbooks, encyclopedias, travel guides and atlases) (incl printed and published by the same business)
- Copyright leasing - books
- Other publishing not elsewhere classified (incl maps, greeting cards, postcards and calendars) (incl printed and published by the same business)
- Copyright leasing - other
- Software publishing services (non-customised)
- Copyright leasing - software (non-customised)
- Other information services (incl radio and television new collection and telephone based recorded information services)

Print media and publishing (excluding internet) was the fifth-largest cultural and creative domain in WA in 2024, contributing \$733.0 million, or 0.30% of non-mining GSP.

WA GSP for print media and publishing (excluding internet) increased by \$263.2 million between 2018 and 2024, at an average annual rate of 8.9%. While its contribution to non-mining GSP fell from 0.28% to 0.30% between 2018 and 2019, it has increased slightly since then to 0.27%.

Figure 8 Print media and publishing (excluding internet) GSP and as a share of GDP

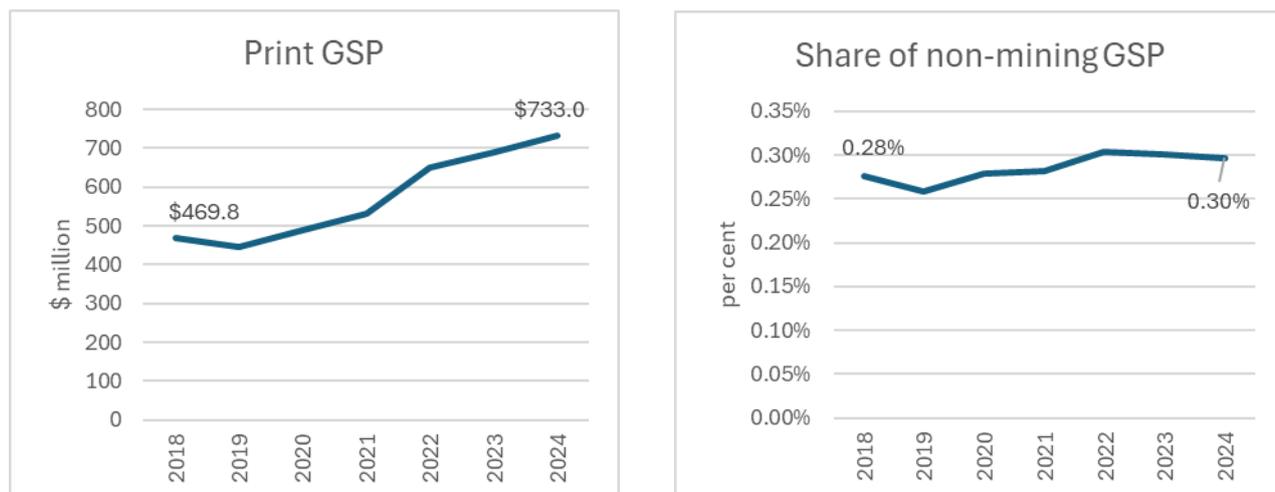


Table 8 Print media and publishing (excluding internet), 2018 to 2024

Year	State value added \$m	Net taxes \$m	Print media and publishing (excl. internet) GSP \$m	Share of non-mining GSP %
2018	454.9	14.9	469.8	0.28%
2019	432.2	15.3	447.5	0.26%
2020	480.7	7.3	488	0.28%
2021	529.3	2.4	531.7	0.28%
2022	643.2	5.6	648.7	0.30%
2023	684	5.8	689.8	0.30%
2024	726.9	6.1	733	0.30%

Visual arts and crafts

The visual arts and crafts domain consists of:

- Services of independent creative artists, writers and performers (partial)
- Handbags, suitcases (incl canvas), bags (of leather or leather substitute) (incl toiletry bags, purses, wallets) (excl bags for packaging)
- Glass containers, bottles or jars; glass stoppers; glass inners or vacuum vessels
- Tableware, ornamental pottery and domestic ware not elsewhere classified
- Jewellery and silverware
- Imitation jewellery (excl incorporating precious metal except as plating or as minor constituents)
- Photography services not elsewhere classified (incl Video filming of Weddings etc)
- Photographic film processing

Visual arts and crafts was the sixth-largest cultural and creative domain in WA in 2024, contributing \$660.9 million, or 0.268% of non-mining GSP.

Visual arts and crafts GSP for increased by \$327.6 million between 2018 and 2024, at an average annual rate of 12.1%. As a proportion of non-mining GSP, the contribution of visual arts and crafts has been steady since 2020 at around 0.265%.

Figure 9 Visual arts and crafts GSP and as a share of GDP

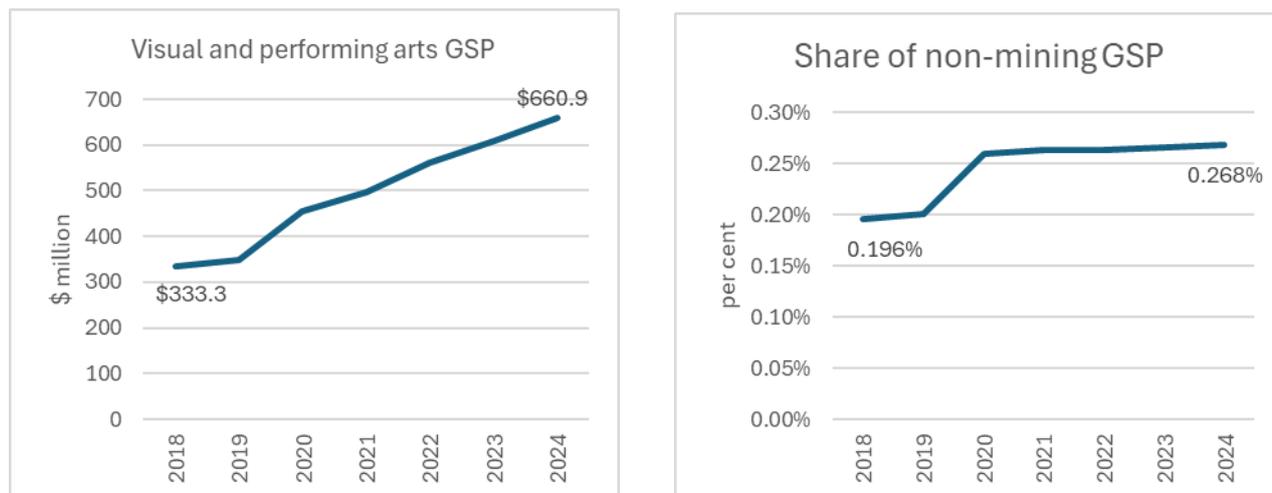


Table 9 Visual arts and crafts, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Visual arts and crafts GSP \$m	Share of non-mining GSP %
2018	333.2	0.1	333.3	0.196%
2019	346.7	2.3	349	0.201%
2020	467.5	-13.4	454.2	0.259%
2021	518.5	-21.3	497.2	0.263%
2022	564.2	-2.6	561.6	0.263%
2023	612	-2.8	609.2	0.265%
2024	664	-3.1	660.9	0.268%

Film and television activities

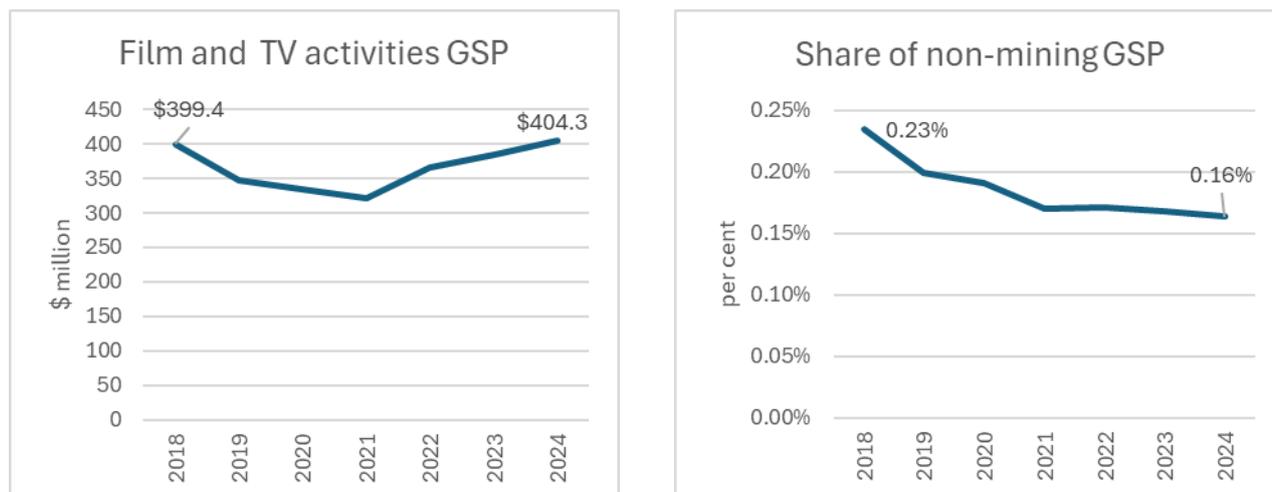
The film and television activities domain³ consists of:

- Motion picture and video production
- Motion picture and video distribution services
- Copyright leasing - motion pictures and videos
- Motion picture theatre services
- Post-production services and other motion picture and video activities
- Free-to-air television broadcasting services
- Cable (Pay TV) and other subscription broadcasting services

Film and television activities was the seventh-largest cultural and creative domain in WA in 2024, contributing \$404.3 million, or 0.16% of non-mining GSP. WA GSP for film and television activities increased by \$4.9 million between 2018 and 2024, at an average annual rate of 1.2%.⁴ As a share of the WA economy, the contribution of film and television activities decreased, from 0.23% in 2018 to 0.16% in 2024.

This drop in share of GSP aligns with national figures: BCARR has reported that the share of national GDP declined from 0.48% to 0.27% between 2014-15 and 2023-24.⁵ The turn towards online content which has led to a decline in broadcasting activities is key to this drop.

Figure 10 Film and television activities GSP and as a share of GDP



³ To align with the BCARR definition, this domain includes distribution and exhibition activities. Note, these parts of the film and television value chain are not included in the QUT-UC definition of the creative industries, which only captures those occupations and industries involved with the creation of new knowledge and intellectual property.

⁴ In 2024, the WA Government released the Western Australian Screen Industry Strategy which includes a goal to increase the annual measured economic contribution of screen industry Qualified Western Australian Expenditure (QWAE) across all formats and platforms. Major screen investment programs opened in WA in 2024, as part of the Screen Industry Strategy implementation. The findings in this report do not reflect this increase in investment and activity in the WA screen industry due to the lag in data reporting.

⁵ For more information see Bureau of Communications, Arts and Regional Research "Cultural and creative activity in Australia 2014-15 to 2023-24: Visual summary" (September 2025), <https://www.infrastructure.gov.au/sites/default/files/documents/visual-summary-cultural-and-creative-activity-in-australia-2014-15-to-2023-24-17september2025.pdf>

Table 10 Film and television activities, 2018 to 2024

Year	State value added	Net taxes	Film and television activities GSP	Share of non-mining GSP
	\$m	\$m	\$m	%
2018	376.8	22.6	399.4	0.23%
2019	323.7	22.8	346.5	0.20%
2020	334.7	-1	333.7	0.19%
2021	331.2	-9.3	322	0.17%
2022	358.3	7.5	365.8	0.17%
2023	377.1	7.8	384.9	0.17%
2024	396.2	8.2	404.3	0.16%

Design and fashion

The design and fashion domain consists of:

- Commercial art and display services
- Specialised design services not elsewhere classified (incl fashion, interior and jewellery design)

Design and fashion was the eighth-largest cultural and creative domain in WA in 2024, contributing \$439.4 million, or 0.178% of non-mining GSP.

GSP for design and fashion increased by \$143.7 million between 2018 and 2024, at an average annual rate of 6.7%. Growth for design and fashion tracked that of the WA economy over the study period, with its share of non-mining GSP steady at around 0.175%.

Figure 11 Design and fashion GSP and as a share of GDP

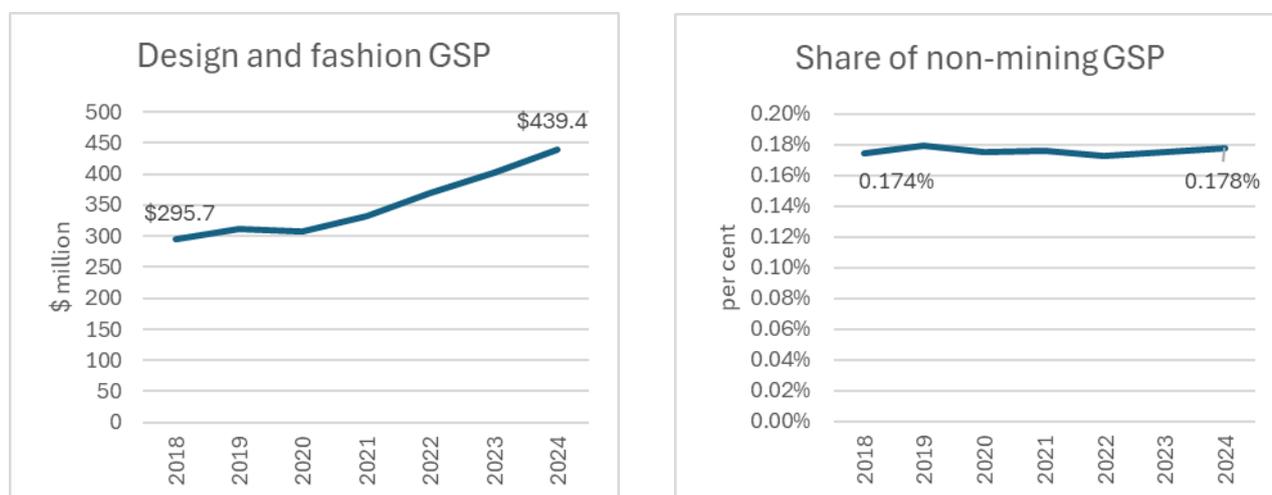


Table 11 Design and fashion, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Design and fashion GSP \$m	Share of non-mining GSP %
2018	287.3	8.4	295.7	0.174%
2019	301.3	10.4	311.7	0.180%
2020	308.6	-1.1	307.5	0.175%
2021	335.7	-3.4	332.3	0.176%
2022	365.6	3.8	369.4	0.173%
2023	399	4.2	403.2	0.175%
2024	434.9	4.5	439.4	0.178%

Libraries and archives

The libraries and archives domain consists of:

- Library and archive services

Libraries and archives was the ninth-largest cultural and creative domain in WA in 2024, contributing \$319.8 million, or 0.129% of non-mining GSP.

WA GSP for libraries and archives increased by \$68.4 million between 2018 and 2024, at an average annual rate of 4.4%. Growth for the libraries and archives domains was lower than that of the WA economy, with its share of non-mining GSP falling from 0.148% in 2018 to 0.129% in 2024.

Figure 12 Libraries and archives GSP and as a share of GDP

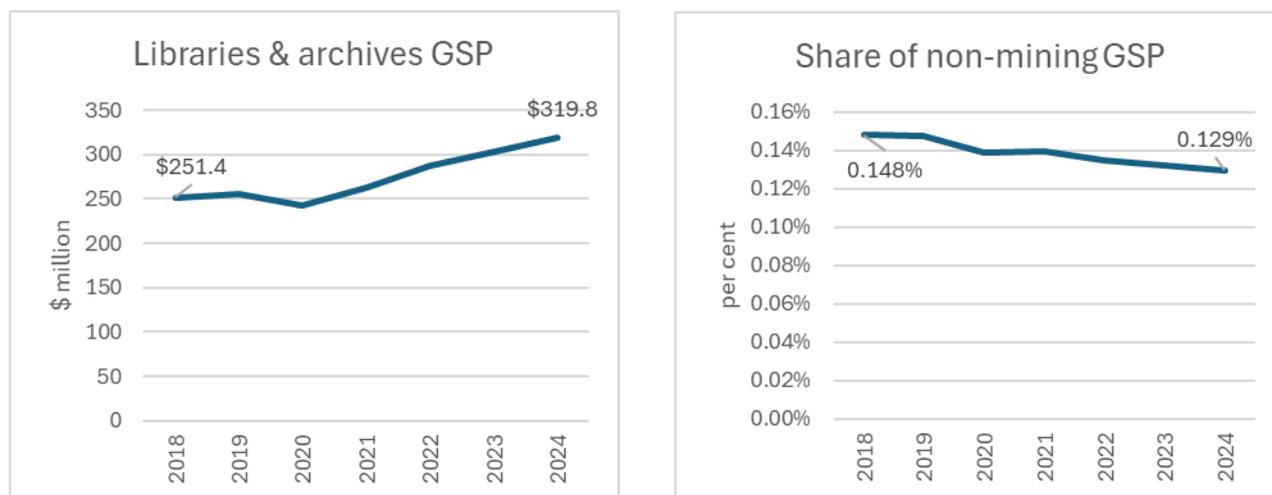


Table 12 Libraries and archives, 2018 to 2024

Year	State value added	Net taxes	Libraries and archives GSP	Share of non-mining GSP
	\$m	\$m	\$m	%
2018	249.1	2.3	251.4	0.148%
2019	253.9	2.3	256.3	0.148%
2020	241.1	1.6	242.8	0.138%
2021	262.4	1	263.4	0.139%
2022	285.7	1.8	287.4	0.135%
2023	301.4	1.8	303.2	0.132%
2024	317.9	1.9	319.8	0.129%

Literature, creative and performing arts

The literature, creative and performing arts domain consists of:

- Performing arts operation not elsewhere classified (incl theatre restaurants and circuses)
- Theatre lighting, costume design and set design services
- Performing arts venue operation
- Services of independent creative artists, writers and performers (partial)

Literature, creative and performing arts was the fifth-smallest cultural and creative domain in WA in 2024, contributing \$339.7 million or 0.138% of non-mining GSP.

Literature, creative and performing arts GSP increased by \$181.2 million between 2018 and 2024, at an average annual rate of 13.3%. Between 2018 and 2020, it grew faster than non-mining GSP, before settling to grow as a similar rate contributing around 0.135% of non-mining GSP to 2024.

Figure 13 Literature, creative and performing arts GSP and as a share of GDP

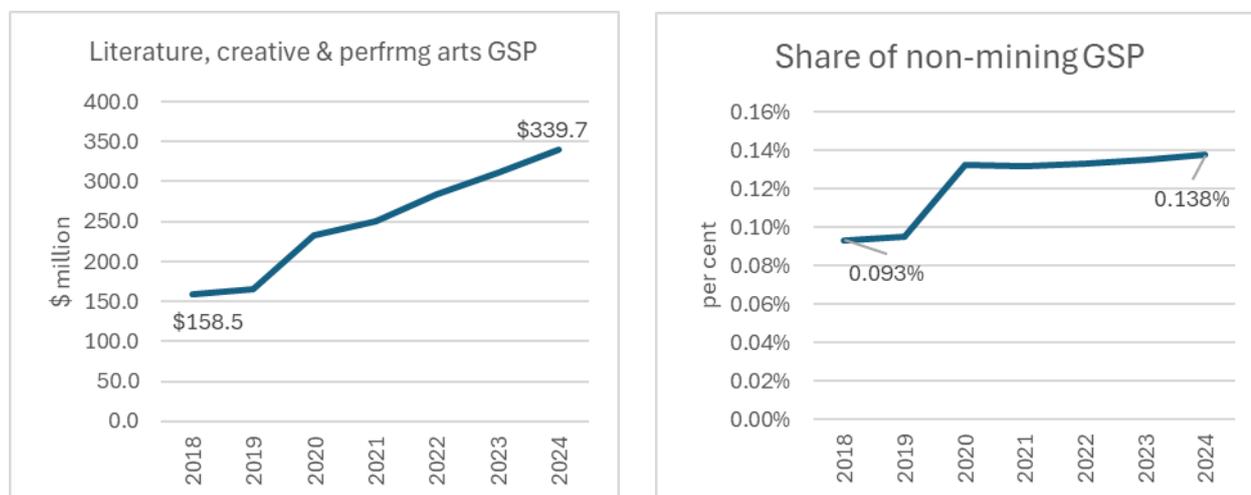


Table 13 Literature, creative and performing arts, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Literature, creative and performing arts GSP \$m	Share of non-mining GSP %
2018	165.5	-7.0	158.5	0.093%
2019	170.8	-5.1	165.7	0.095%
2020	245.9	-13.4	232.5	0.133%
2021	269.3	-19.7	249.6	0.132%
2022	288.9	-4.2	284.7	0.133%
2023	315.5	-4.6	310.9	0.135%
2024	344.8	-5.1	339.7	0.138%

Arts education

The arts education domain consists of:

- Arts education services (excl vocational)

Arts education was the fourth-smallest cultural and creative domain in WA in 2024, contributing \$144.7 million, or 0.059% of non-mining WA GSP.

WA GSP for arts education increased by \$181.2 million between 2018 and 2024, at an average annual rate of 13.3%. This growth exceeded that of non-mining GSP up to 2021, with art education's share of non-mining GSP increasing to 0.061% in 2020 and 2021 before falling slightly to 0.059% by 2024.

Figure 14 Arts education, GSP and as a share of GDP

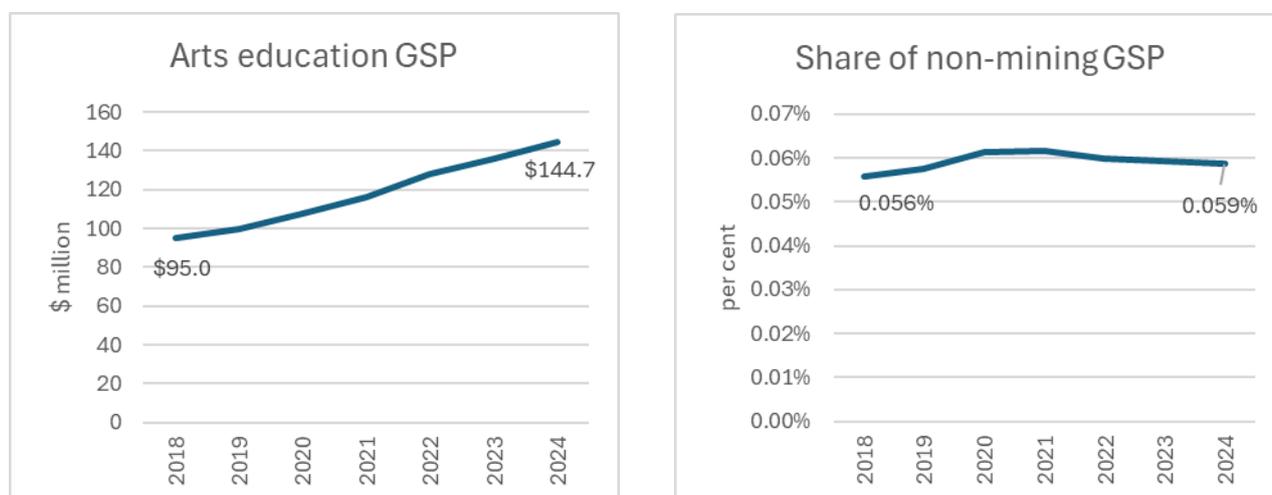


Table 14 Arts education, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Arts education GSP \$m	Share of non-mining GSP %
2018	93.9	1.1	95	0.056%
2019	98.6	1.5	100	0.058%
2020	107.5	0.1	107.5	0.061%
2021	116.5	-0.3	116.2	0.061%
2022	127.1	0.8	127.9	0.060%
2023	135.2	0.8	136.1	0.059%
2024	143.8	0.9	144.7	0.059%

Source: UC estimates, BCARR 2024 Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh) Statistical Working Paper

Radio broadcasting

The radio broadcasting domain⁶ consists of:

- Radio broadcasting services

Radio broadcasting was the third-smallest cultural and creative domain in WA in 2024, contributing \$100.4 million, or 0.041% of the total value of WA GSP.

GSP for radio broadcasting **decreased** by \$61.3 million between 2018 and 2024, at an average annual rate of 6.5%. The contribution of radio broadcasting to non-mining GSP fell from 0.095% in 2018 to 0.042% in 2020 where it has remained since.

Figure 15 Radio broadcasting GSP and as a share of total GSP

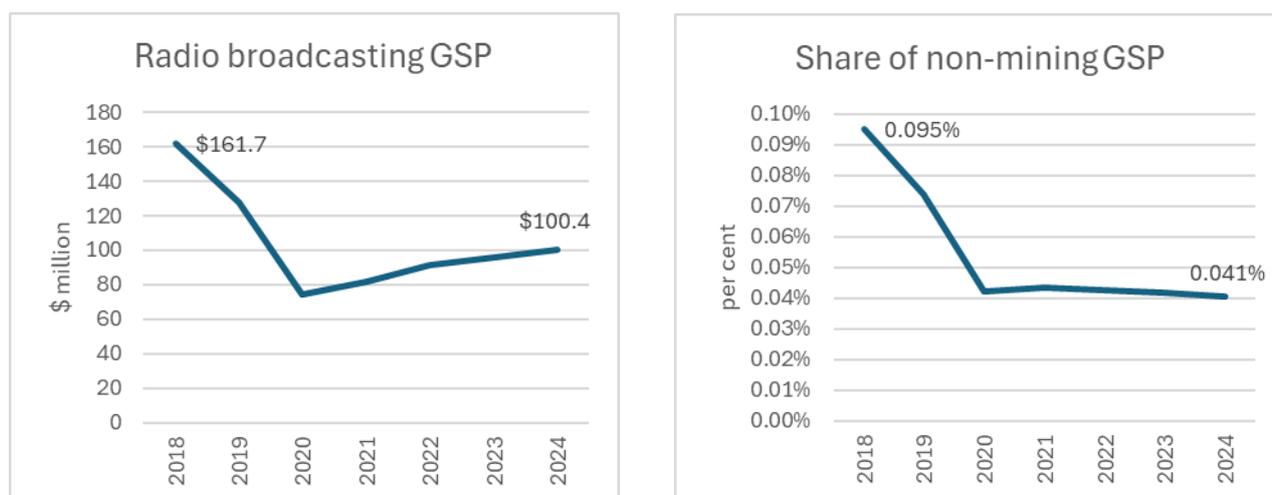


Table 15 Radio broadcasting, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Radio broadcasting GSP \$m	Share of non-mining GSP %
2018	156.2	5.5	161.7	0.095%
2019	122.6	5.4	128.0	0.074%
2020	73.2	1.1	74.3	0.042%
2021	81.5	0.2	81.8	0.043%
2022	89.3	1.9	91.2	0.043%
2023	93.8	1.9	95.7	0.042%
2024	98.3	2.0	100.4	0.041%

Source: UC estimates, BCARR 2024 Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh) Statistical Working Paper

⁶ Note that BCARR's definition of the radio broadcasting domain excludes the value of radio advertising services.

Music production and distribution

The music production and distribution domain consists of:

- Musical instruments (incl parts and accessories)
- Music publishing not elsewhere classified (incl sheet music)
- Music copyrights (Acquiring, registering and selling)
- Music and other sound recording studios operation (incl pre-recorded radio programming services)

Music production and distribution was the second-smallest cultural and creative domain in WA in 2024, contributing \$79.9 million, or 0.032% of the total value of WA GSP.

Music production and distribution GSP increased by \$14.9 million between 2018 and 2024, at an average annual rate of 3.2%. The fall in GSP in 2020 reflects a transfer of music-related activity out of the music industry to other sectors during COVID. As a proportion of non-mining GSP, the contribution of music production and distribution fell from 0.038% of WA GSP in 2018 to 0.032% during the COVID years of 2020 and 2021, where it has remained since.

Figure 16 Music production and distribution GSP and as a share of GDP

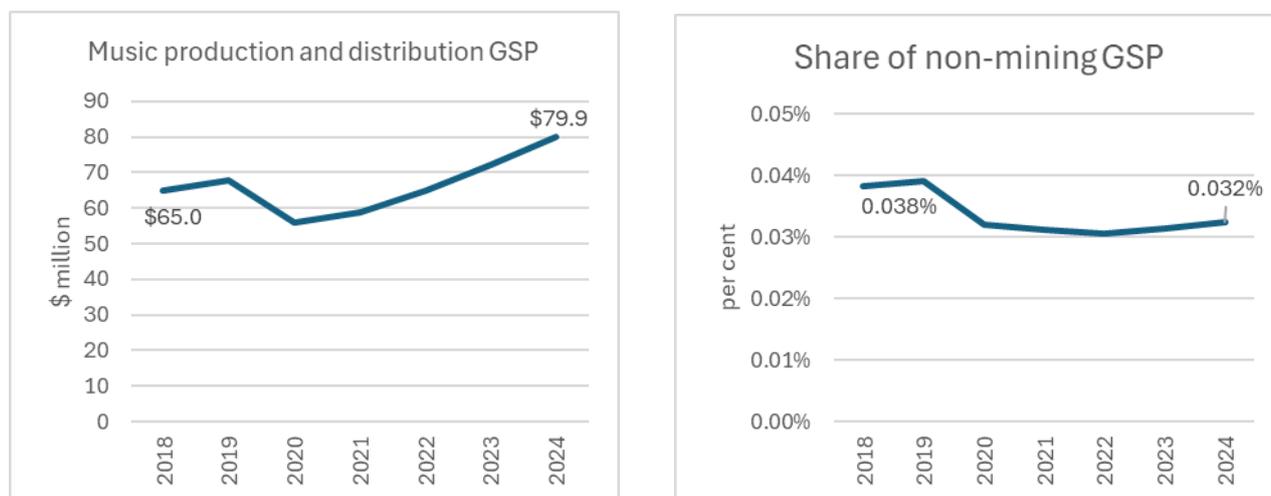


Table 16 Music production and distribution, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Music production and distribution GSP \$m	Share of non-mining GSP %
2018	63.5	1.5	65.0	0.038%
2019	66.4	1.5	67.9	0.039%
2020	56.1	-0.2	55.9	0.032%
2021	59.2	-0.4	58.7	0.031%
2022	65.0	0.1	65.1	0.030%
2023	72.0	0.1	72.2	0.031%
2024	79.8	0.1	79.9	0.032%

Museums and galleries

The museums and galleries domain consists of:

- Museum and art gallery services

Museums and galleries was the smallest cultural and creative domain in WA in 2024, contributing \$71.4 million, or 0.029% of the total value of WA GSP.

GSP for museums and galleries increased by \$27.7 million between 2018 and 2024, at an average annual rate of 8.6%. This growth exceeded that of non-mining GSP, with its share increasing over the study period from 0.026% in 2018 to 0.029% in 2024.

Figure 17 Museums and galleries GSP and as a share of GDP

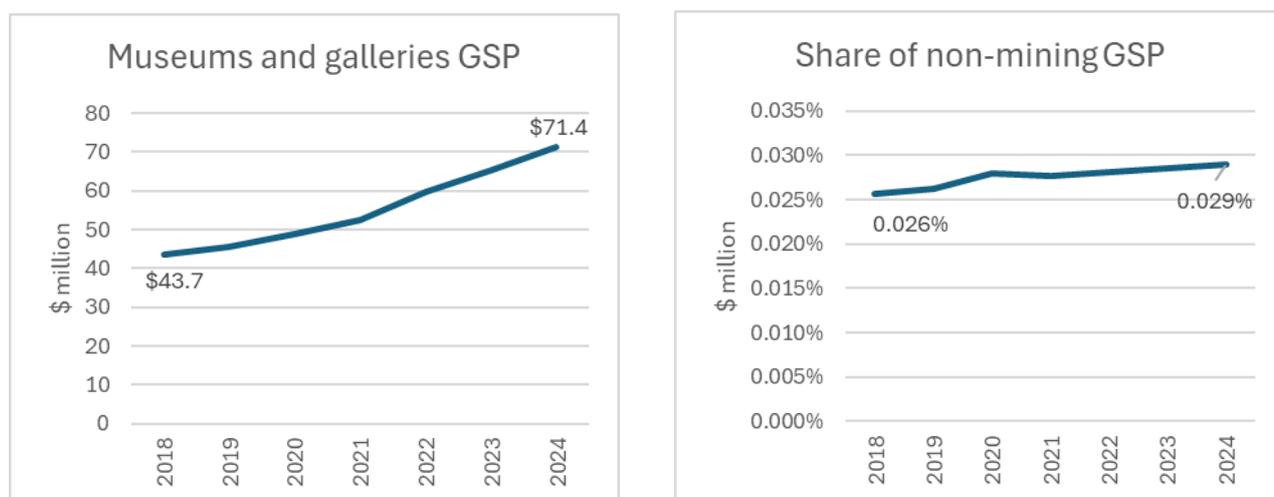


Table 17 Museums and galleries, 2018 to 2024

Year	State value added \$m	Net taxes \$m	Museums and galleries GSP \$m	Share of non-mining GSP %
2018	45.7	-2	43.7	0.026%
2019	47	-1.4	45.6	0.026%
2020	51.7	-2.9	48.9	0.028%
2021	56.7	-4.3	52.4	0.028%
2022	60.8	-0.9	59.9	0.028%
2023	66.4	-1	65.4	0.028%
2024	72.5	-1.1	71.4	0.029%

CULTURAL AND CREATIVE ACTIVITY ACROSS THE WA ECONOMY

This section examines the distribution of cultural and creative GSP across the creative industries and other parts of the economy.

Three quarters of the value of cultural and creative products and services are generated within the creative industries themselves, with one quarter generated in other industries. This aligns with our analysis of 2021 Census data for WA:

- 28.2% of total creative incomes are earned through work outside the creative industries, and
- 25.6% of creative jobs are in industries other than the creative industries.

A notable difference in the creative products and services found within and outside the creative industries is **advertising and promotion** activities. The value of advertising and promotion activities contributed to the WA economy in industries other than the cultural and creative industries is greater than the cultural and creative industries themselves - \$861.6 million compared with \$413.5 million in 2024. Advertising and promotion is a critical enabling activity, utilised across the economy. Businesses employ these creative skills directly, holding and developing them in-house rather than relying on contracting them from specialist providers.

Other domains where their economic contribution is greater outside the cultural and creative industries in WA are **libraries and archives** (\$203.8 million vs \$116.0 million in 2024) and **music production and distribution** (\$74.0 million vs \$6.0 million in 2024). For libraries and archives, value is generated within the firms and organisations that directly use these services, similar to advertising. The dynamic for music production and distribution is likely quite different, with the technology sector providing digital music distribution services not classified here as creative industries.

Figure 18 The contribution of cultural and creative activity within creative industries to GSP

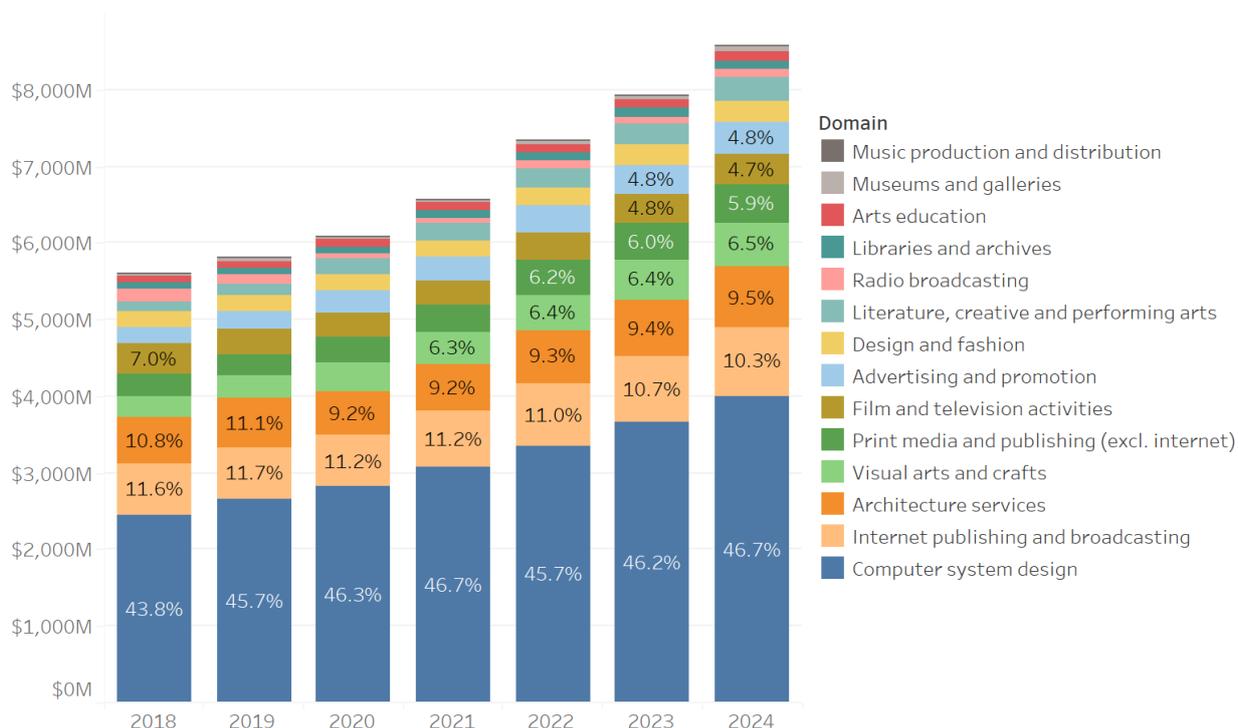


Table 18 Cultural and creative activity within the creative industries by domain: GSP (\$ million)

Domain	2018	2019	2020	2021	2022	2023	2024
Computer system design	\$2,458.4	\$2,658.3	\$2,818.4	\$3,071.4	\$3,356.9	\$3,668.8	\$4,001.2
Internet publishing and broadcasting	\$651.3	\$678.0	\$682.2	\$735.4	\$810.9	\$848.4	\$886.5
Architecture services	\$608.4	\$644.9	\$561.5	\$606.1	\$679.9	\$743.7	\$811.8
Visual arts and crafts	\$269.4	\$282.0	\$377.7	\$414.1	\$470.5	\$510.3	\$553.6
Print media and publishing (excl. internet)	\$298.9	\$269.2	\$325.3	\$356.0	\$456.0	\$479.2	\$502.9
Film and television activities	\$392.9	\$340.0	\$331.3	\$319.3	\$362.6	\$381.4	\$400.6
Advertising and promotion	\$217.2	\$230.3	\$286.0	\$308.7	\$346.3	\$378.8	\$413.5
Design and fashion	\$208.0	\$220.5	\$198.6	\$214.4	\$240.5	\$263.1	\$287.2
Literature, creative and performing arts	\$133.5	\$139.5	\$207.9	\$222.9	\$255.4	\$279.4	\$305.9
Radio broadcasting	\$160.1	\$126.4	\$72.6	\$79.9	\$89.2	\$93.5	\$97.8
Libraries and archives	\$91.9	\$91.8	\$90.0	\$97.9	\$106.2	\$111.0	\$116.0
Arts education	\$73.1	\$77.2	\$90.6	\$97.9	\$107.9	\$114.8	\$122.2
Museums and galleries	\$37.6	\$39.3	\$44.9	\$48.2	\$55.2	\$60.4	\$66.1
Music production and distribution	\$15.9	\$15.6	\$5.9	\$4.5	\$5.3	\$5.7	\$6.0
TOTAL	\$5,532.0	\$5,724.5	\$5,949.2	\$6,422.4	\$7,166.0	\$7,745.2	\$8,359.7

Source: UC estimates

Figure 19 The contribution of embedded cultural and creative activity to GSP

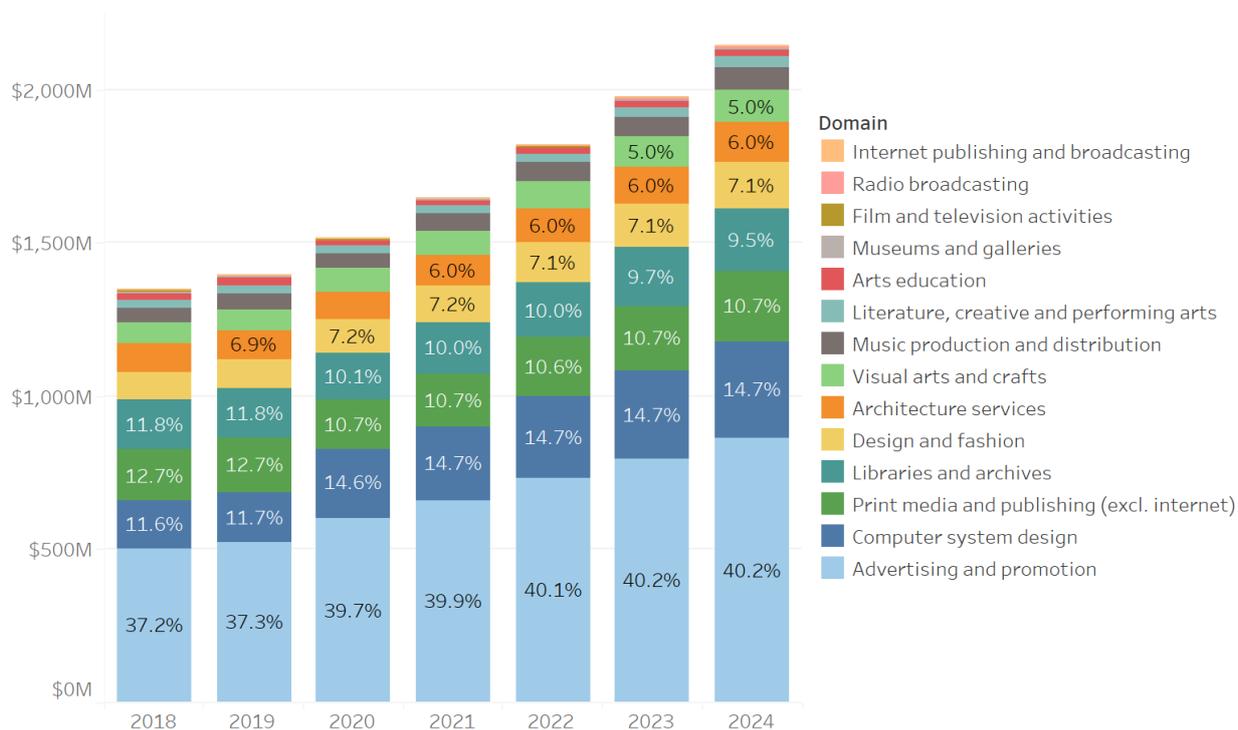


Table 19 Cultural and creative activity domains in other industries: GSP (\$ million)

Domain	2018	2019	2020	2021	2022	2023	2024
Advertising and promotion	\$501.7	\$521.3	\$602.6	\$657.1	\$729.8	\$792.9	\$861.6
Computer system design	\$156.2	\$163.3	\$221.7	\$241.8	\$267.6	\$290.4	\$315.1
Print media and publishing (excl. internet)	\$170.9	\$178.3	\$162.7	\$175.7	\$192.7	\$210.6	\$230.1
Libraries and archives	\$159.5	\$164.5	\$152.8	\$165.5	\$181.2	\$192.2	\$203.8
Design and fashion	\$87.7	\$91.2	\$108.9	\$117.9	\$128.9	\$140.1	\$152.2
Architecture services	\$97.9	\$96.5	\$91.0	\$98.9	\$109.1	\$118.9	\$129.4
Visual arts and crafts	\$63.9	\$67.0	\$76.4	\$83.1	\$91.2	\$98.9	\$107.2
Music production and distribution	\$49.1	\$52.3	\$50.0	\$54.2	\$59.7	\$66.5	\$74.0
Literature, creative and performing arts	\$25.1	\$26.2	\$24.7	\$26.8	\$29.3	\$31.5	\$33.8
Arts education	\$21.9	\$22.9	\$17.0	\$18.4	\$20.0	\$21.2	\$22.5
Museums and galleries	\$6.1	\$6.3	\$3.9	\$4.2	\$4.7	\$5.0	\$5.3
Film and television activities	\$6.5	\$6.4	\$2.5	\$2.7	\$3.2	\$3.5	\$3.7
Radio broadcasting	\$1.6	\$1.6	\$1.7	\$1.9	\$2.0	\$2.3	\$2.5
Internet publishing and broadcasting	\$1.0	\$1.0	\$0.4	\$0.4	\$0.6	\$0.7	\$0.7
TOTAL	\$1,347.0	\$1,396.7	\$1,515.7	\$1,648.0	\$1,819.4	\$1,973.8	\$2,141.2

Source: UC estimates

APPENDIX A

CREATIVE DOMAINS, INDUSTRIES OCCUPATIONS AND PRODUCTS

Creative industries

ANZSIC code	ANZSIC Industry description	QUT-UC Creative sector type	QUT-UC Creative sector	BCARR Domain	UC domains
6940	Advertising Services	Creative Services	Advertising & Marketing	Advertising and promotion	Advertising and promotion
6921	Architectural Services	Creative Services	Architecture & Design	Architecture services	Architecture services
8212	Arts Education			Arts education	Arts education
5900	Internet Service Providers, Web Search Portals and Data Processing Services, nfd	Creative Services	Software & Digital Content		Computer system design
5921	Data Processing and Web Hosting Services	Creative Services	Software & Digital Content		Computer system design
7000	Computer System Design and Related Services	Creative Services	Software & Digital Content		Computer system design
6924	Other Specialised Design Services	Creative Services	Architecture & Design	Design and fashion	Design and fashion
5500	Motion Picture and Sound Recording Activities, nfd	Cultural Production	Film, TV & Radio		Film and television activities
5510	Motion Picture and Video Activities, nfd	Cultural Production	Film, TV & Radio		Film and television activities
5511	Motion Picture and Video Production	Cultural Production	Film, TV & Radio	Film and television activities	Film and television activities
5512	Motion Picture and Video Distribution			Film and television activities	Film and television activities
5513	Motion Picture and Video Exhibition			Film and television activities	Film and television activities
5514	Post-production Services and Other Motion Picture and Video Activities	Cultural Production	Film, TV & Radio	Film and television activities	Film and television activities
5600	Broadcasting (except Internet), nfd	Cultural Production	Film, TV & Radio		Film and television activities

ANZSIC code	ANZSIC Industry description	QUT-UC Creative sector type	QUT-UC Creative sector	BCARR Domain	UC domains
5620	Television Broadcasting, nfd	Cultural Production	Film, TV & Radio		Film and television activities
5621	Free-to-Air Television Broadcasting	Cultural Production	Film, TV & Radio	Film and television activities	Film and television activities
5622	Cable and Other Subscription Broadcasting	Cultural Production	Film, TV & Radio	Film and television activities	Film and television activities
5700	Internet Publishing and Broadcasting	Creative Services	Software & Digital Content	Internet publishing and broadcasting	Internet publishing and broadcasting
6000	Library and Other Information Services, nfd	Cultural Production	Publishing		Libraries and archives
6010	Libraries and Archives	Cultural Production	Publishing	Libraries and archives	Libraries and archives
9000	Creative and Performing Arts Activities, nfd	Cultural Production	Visual & Performing Arts		Literature, creative and performing arts
9001	Performing Arts Operation	Cultural Production	Visual & Performing Arts	Literature, creative and performing arts	Literature, creative and performing arts
9003	Performing Arts Venue Operation	Cultural Production	Visual & Performing Arts	Literature, creative and performing arts	Literature, creative and performing arts
9002	Creative Artists, Musicians, Writers and Performers	Cultural Production	Visual & Performing Arts	Literature, creative and performing arts; Visual arts and crafts	Literature, creative and performing arts; Visual arts and crafts
8910	Museum Operation	Cultural Production	Visual & Performing Arts	Museums and galleries	Museums and galleries
5520	Sound Recording and Music Publishing, nfd	Cultural Production	Visual & Performing Arts		Music production and distribution
5521	Music Publishing	Cultural Production	Visual & Performing Arts	Music production and distribution	Music production and distribution
5522	Music and Other Sound Recording Activities	Cultural Production	Visual & Performing Arts	Music production and distribution	Music production and distribution
1612	Printing Support Services	Cultural Production	Publishing	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
5400	Publishing (except Internet and Music Publishing), nfd	Cultural Production	Publishing		Print, media and publishing (excl. internet)
5410	Newspaper, Periodical, Book and Directory Publishing, nfd	Cultural Production	Publishing		Print, media and publishing (excl. internet)

ANZSIC code	ANZSIC Industry description	QUT-UC Creative sector type	QUT-UC Creative sector	BCARR Domain	UC domains
5411	Newspaper Publishing	Cultural Production	Publishing	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
5412	Magazine and Other Periodical Publishing	Cultural Production	Publishing	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
5413	Book Publishing	Cultural Production	Publishing	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
5419	Other Publishing (except Software, Music and Internet)	Cultural Production	Publishing	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
5420	Software Publishing	Creative Services	Software & Digital Content	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
6020	Other Information Services	Cultural Production	Publishing	Print, media and publishing (excl. internet)	Print, media and publishing (excl. internet)
5610	Radio Broadcasting	Cultural Production	Film, TV & Radio	Radio broadcasting	Radio broadcasting
2591	Jewellery and Silverware Manufacturing	Cultural Production	Visual & Performing Arts		Visual arts and crafts
6991	Professional Photographic Services	Cultural Production	Visual & Performing Arts	Visual arts and crafts	Visual arts and crafts
9532	Photographic Film Processing			Visual arts and crafts	Visual arts and crafts
R000	Arts and Recreation Activities, nfd	Cultural Production	Visual & Performing Arts		Visual arts and crafts

Creative occupations

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
131113	Advertising Manager	Creative Services	Advertising and Marketing	Design	Advertising and promotion
131114	Public Relations Manager	Creative Services	Advertising and Marketing	Design	Advertising and promotion
225100	Advertising and Marketing Professionals nfd	Creative Services	Advertising and Marketing	Design	Advertising and promotion
225111	Advertising Specialist	Creative Services	Advertising and Marketing	Design	Advertising and promotion
225113	Marketing Specialist	Creative Services	Advertising and Marketing	Design	Advertising and promotion
225311	Public Relations Professional	Creative Services	Advertising and Marketing	Design	Advertising and promotion
232000	Architects, Designers, Planners and Surveyors nfd	Creative Services	Architecture and Design	Design	Architecture services

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
232100	Architects and Landscape Architects nfd	Creative Services	Architecture and Design	Design	Architecture services
232111	Architect	Creative Services	Architecture and Design	Design	Architecture services
232112	Landscape Architect	Creative Services	Architecture and Design	Design	Architecture services
312111	Architectural Draftsperson			Design	Architecture services
249211	Art Teacher (Private Tuition)			Other support activities	Arts education
249212	Dance Teacher (Private Tuition)			Other support activities	Arts education
249213	Drama Teacher (Private Tuition)			Other support activities	Arts education
249214	Music Teacher (Private Tuition)			Other support activities	Arts education
261200	Multimedia Specialists and Web Developers nfd	Creative Services	Software and Digital Content	Design	Computer systems design
261211	Multimedia Specialist	Creative Services	Software and Digital Content	Design	Computer systems design
261212	Web Developer	Creative Services	Software and Digital Content	Design	Computer systems design
261300	Software and Applications Programmers nfd	Creative Services	Software and Digital Content	Design	Computer systems design
261312	Developer Programmer	Creative Services	Software and Digital Content	Design	Computer systems design
	Software and Applications Programmers nec	Creative Services	Software and Digital Content	Design	Computer systems design
232300	Fashion, Industrial and Jewellery Designers nfd	Creative Services	Architecture and Design	Design	Design and fashion
232311	Fashion Designer	Creative Services	Architecture and Design	Design	Design and fashion
232312	Industrial Designer	Creative Services	Architecture and Design	Design	Design and fashion
232313	Jewellery Designer	Cultural Production	Visual Arts	Design	Design and fashion
232400	Graphic and Web Designers, and Illustrators nfd	Creative Services	Architecture and Design	Design	Design and fashion
232411	Graphic Designer	Creative Services	Architecture and Design	Design	Design and fashion
232413	Multimedia Designer	Creative Services	Software and Digital Content	Design	Design and fashion
232414	Web Designer	Creative Services	Software and Digital Content	Design	Design and fashion
232511	Interior Designer	Creative Services	Architecture and Design	Design	Design and fashion

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
399611	Signwriter			Design	Design and fashion
149912	Cinema or Theatre Manager			Broadcasting, electronic or digital media, and film	Film and television activities
212000	Media Professionals nfd	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212100	Artistic Directors, and Media Producers and Presenters nfd	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212114	Television Presenter	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212300	Film, Television, Radio and Stage Directors nfd	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212313	Director of Photography	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212314	Film and Video Editor	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212317	Technical Director	Cultural Production	Film, TV and Radio	Performing arts	Film and television activities
212318	Video Producer	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
212416	Television Journalist	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities
399512	Camera Operator (Film, Television or Video)			Broadcasting, electronic or digital media, and film	Film and television activities
711912	Motion Picture Projectionist			Broadcasting, electronic or digital media, and film	Film and television activities
212311	Art Director (Film, Television or Stage)	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities / Literature, creative and performing arts
212312	Director (Film, Television, Radio or Stage)	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities / Literature, creative and performing arts

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
212399	Film, Television, Radio and Stage Directors nec	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities / Literature, creative and performing arts
599912	Production Assistant (Film, Television, Radio or Stage)			Broadcasting, electronic or digital media, and film	Film and television activities / Literature, creative and performing arts
212315	Program Director (Television or Radio)	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Film and television activities / Radio broadcasting
212112	Media Producer (excluding Video)	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Internet publishing and broadcasting / Print media and publishing (excl. internet)
224200	Archivists, Curators and Records Managers nfd	Cultural Production	Publishing	Broadcasting, electronic or digital media, and film	Libraries and archives
224211	Archivist	Cultural Production	Publishing	Broadcasting, electronic or digital media, and film	Libraries and archives
224611	Librarian	Cultural Production	Publishing	Literature and print media	Libraries and archives
399312	Library Technician			Literature and print media	Libraries and archives
599711	Library Assistant			Literature and print media	Libraries and archives
139911	Arts Administrator or Manager	Cultural Production	Music and Performing Arts	Supporting activities	Literature, creative and performing arts
210000	Arts and Media Professionals nfd	Cultural Production	Music and Performing Arts	Visual arts and crafts	Literature, creative and performing arts
211000	Arts Professionals nfd	Cultural Production	Music and Performing Arts	Visual arts and crafts	Literature, creative and performing arts
211100	Actors, Dancers and Other Entertainers nfd	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211111	Actor	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
211112	Dancer or Choreographer	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211113	Entertainer or Variety Artist	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211199	Actors, Dancers and Other Entertainers nec	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211200	Music Professionals nfd	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211211	Composer	Cultural Production	Music and Performing Arts	Music composition and publishing	Literature, creative and performing arts
211212	Music Director	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211213	Musician (Instrumental)	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211214	Singer	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
211299	Music Professionals nec	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
212111	Artistic Director	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
212200	Authors, and Book and Script Editors nfd	Cultural Production	Publishing	Literature and print media	Literature, creative and performing arts
212211	Author	Cultural Production	Publishing	Literature and print media	Literature, creative and performing arts
212212	Book or Script Editor	Cultural Production	Publishing	Literature and print media	Literature, creative and performing arts
212316	Stage Manager	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
399500	Performing Arts Technicians nfd			Performing arts	Literature, creative and performing arts
399513	Light Technician			Performing arts	Literature, creative and performing arts

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
399514	Make Up Artist	Cultural Production	Music and Performing Arts	Performing arts	Literature, creative and performing arts
399599	Performing Arts Technicians nec			Performing arts	Literature, creative and performing arts
224212	Gallery or Museum Curator	Cultural Production	Visual Arts	Museums	Museums and galleries
234911	Conservator	Cultural Production	Visual Arts	Museums	Museums and galleries
399300	Gallery, Library and Museum Technicians nfd			Museums	Museums and galleries
399311	Gallery or Museum Technician			Museums	Museums and galleries
451400	Gallery, Museum and Tour Guides			Museums	Museums and galleries
451411	Gallery or Museum Guide			Museums	Museums and galleries
399515	Musical Instrument Maker or Repairer				Music production and distribution
399516	Sound Technician			Performing arts	Music production and distribution
212400	Journalists and Other Writers nfd	Cultural Production	Publishing	Literature and print media	Print media and publishing (excl. internet)
212411	Copywriter	Creative Services	Advertising and Marketing	Literature and print media	Print media and publishing (excl. internet)
212412	Newspaper or Periodical Editor	Cultural Production	Publishing	Literature and print media	Print media and publishing (excl. internet)
212413	Print Journalist	Cultural Production	Publishing	Literature and print media	Print media and publishing (excl. internet)
212415	Technical Writer	Cultural Production	Publishing	Literature and print media	Print media and publishing (excl. internet)
212499	Journalists and Other Writers nec	Cultural Production	Publishing	Broadcasting, electronic or digital media, and film	Print media and publishing (excl. internet)
392000	Printing Trades Workers nfd			Literature and print media	Print media and publishing (excl. internet)
392100	Print Finishers and Screen Printers nfd			Literature and print media	Print media and publishing (excl. internet)
392111	Print Finisher			Literature and print media	Print media and publishing (excl. internet)

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
392112	Screen Printer			Literature and print media	Print media and publishing (excl. internet)
392211	Graphic Pre-press Trades Worker			Literature and print media	Print media and publishing (excl. internet)
392300	Printers nfd			Literature and print media	Print media and publishing (excl. internet)
392311	Printing Machinist			Literature and print media	Print media and publishing (excl. internet)
392312	Small Offset Printer			Literature and print media	Print media and publishing (excl. internet)
599913	Proof Reader			Literature and print media	Print media and publishing (excl. internet)
899500	Printing Assistants and Table Workers nfd			Literature and print media	Print media and publishing (excl. internet)
899511	Printer's Assistant			Literature and print media	Print media and publishing (excl. internet)
899512	Printing Table Worker			Literature and print media	Print media and publishing (excl. internet)
212113	Radio Presenter	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Radio broadcasting
212414	Radio Journalist	Cultural Production	Film, TV and Radio	Broadcasting, electronic or digital media, and film	Radio broadcasting
211311	Photographer	Creative Services	Architecture and Design	Visual arts and crafts	Visual arts and crafts
211400	Visual Arts and Crafts Professionals nfd	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts
211411	Painter (Visual Arts)	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts
211412	Potter or Ceramic Artist	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts
211413	Sculptor	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts
211499	Visual Arts and Crafts Professionals nec	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts
232412	Illustrator	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts
272611	Community Arts Worker			Visual arts and crafts	Visual arts and crafts
394212	Picture Framer			Visual arts and crafts	Visual arts and crafts
399411	Jeweller	Cultural Production	Visual Arts	Visual arts and crafts	Visual arts and crafts

ANZSCO code	Title6	QUT-UC Creative services / cultural production	QUT-UC creative sector	ABS 2014 Satellite account	UC domain
399915	Photographer's Assistant			Visual arts and crafts	Visual arts and crafts
639511	Visual Merchandiser			Visual arts and crafts	Visual arts and crafts
131100	Advertising, Public Relations and Sales Managers, nfd			Design	
139912	Environmental Manager			Environmental heritage	
142112	Antique Dealer			Visual arts and crafts	
233916	Naval Architect	Creative Services	Architecture and Design	Design	
234314	Park Ranger			Environmental heritage	
261100	ICT Business and Systems Analysts nfd	Creative Services	Software and Digital Content	Design	
261111	ICT Business Analyst	Creative Services	Software and Digital Content	Design	
261112	Systems Analyst	Creative Services	Software and Digital Content	Design	
261311	Analyst Programmer	Creative Services	Software and Digital Content	Design	
261399	Software and Applications Programmers nec	Creative Services	Software and Digital Content	Design	
272411	Historian			Supporting activities	
361114	Zookeeper			Environmental heritage	
399511	Broadcast Transmitter Operator			Broadcasting, electronic or digital media, and film	
399517	Television Equipment Operator			Broadcasting, electronic or digital media, and film	
561911	Classified Advertising Clerk			Design	

Creative products

IOPC	IOPC description	BCARR Domain	UC domains
69000110	Advertising services	Advertising and promotion	Advertising and promotion
69000150	Management services (incl business, artists, entertainers and sporting professionals)	Advertising and promotion	Advertising and promotion
69000020	Architectural services	Architecture services	Architecture services
82120010	Arts education services (excl vocational)	Arts education	Arts education
69000060	Commercial art and display services	Design and fashion	Design and fashion
69000070	Specialised design services not elsewhere classified (incl fashion, interior and jewellery design)	Design and fashion	Design and fashion
70000010	Computer systems, hardware and software design and development services	Digital games (partially captured)	Computer systems design
72990020	Theatre, concert and sport ticketing and booking services	Events (arts related activity only)	Events (arts related activity only)
72990030	Event management or promotion (incl sport, art or similar); fund raising services (fee based) or administration services not elsewhere classified	Events (arts related activity only)	Events (arts related activity only)
55110010	Motion picture and video production	Film and television activities	Film and television activities
55120010	Motion picture and video distribution services	Film and television activities	Film and television activities
55120020	Copyright leasing - motion pictures and videos	Film and television activities	Film and television activities
55130010	Motion picture theatre services	Film and television activities	Film and television activities
55140010	Post-production services and other motion picture and video activities	Film and television activities	Film and television activities
56210010	Free-to-air television broadcasting services	Film and television activities	Film and television activities
56220010	Cable (Pay TV) and other subscription broadcasting services	Film and television activities	Film and television activities
57000010	Internet publishing and broadcasting services (incl radio, television, books, newspapers and magazines)	Internet publishing and broadcasting	Internet publishing and broadcasting
60100010	Library and archive services	Libraries and archives	Libraries and archives
90010010	Performing arts operation not elsewhere classified (incl theatre restaurants and circuses)	Literature, creative and performing arts	Literature, creative and performing arts
90020020	Theatre lighting, costume design and set design services	Literature, creative and performing arts	Literature, creative and performing arts
90030010	Performing arts venue operation	Literature, creative and performing arts	Literature, creative and performing arts

IOPC	IOPC description	BCARR Domain	UC domains
90020010	Services of independent creative artists, writers and performers	Literature, creative and performing arts; Visual arts and crafts	Literature, creative and performing arts; Visual arts and crafts
89100010	Museum and art gallery services	Museums and galleries	Museums and galleries
25990070	Musical instruments (incl parts and accessories)	Music production and distribution	Music production and distribution
55210010	Music publishing not elsewhere classified (incl sheet music)	Music production and distribution	Music production and distribution
55210030	Music copyrights (Acquiring, registering and selling)	Music production and distribution	Music production and distribution
55220010	Music and other sound recording studios operation (incl pre-recorded radio programming services)	Music production and distribution	Music production and distribution
16110010	Books (incl atlases & touring guides), maps, charts, plans, sheet music printed but not published by this business	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
16110020	Newspapers, journals and periodicals printed but not published by this business once a week or more	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
16110030	Newspapers, journals and periodicals printed but not published by this business less than weekly	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
16110060	Letter and correspondence cards (printed but not published), postcards	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
16120010	Typesetting and prepared printing plates/cylinders, or other media for use in printing	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
16120020	Printing trade services nec (excluding desktop publishing)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54110010	Newspaper publishing (incl printed and published by the same business) published once a week or more	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54110020	Newspaper publishing (incl printed and published by the same business) published less than weekly	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54110040	Copyright leasing - newspapers	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54120010	Magazine and other periodical publishing (incl printed and published by the same business)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54120040	Copyright leasing - magazines and other periodicals	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54130010	Book publishing (incl textbooks, encyclopedias, travel guides and atlases) (incl printed and published by the same business)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)

IOPC	IOPC description	BCARR Domain	UC domains
54130040	Copyright leasing - books	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54190010	Other publishing not elsewhere classified (incl maps, greeting cards, postcards and calendars) (incl printed and published by the same business)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54190040	Copyright leasing - other	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54200010	Software publishing services (non-customised)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
54200020	Copyright leasing - software (non-customised)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
60200010	Other information services (incl radio and television new collection and telephone based recorded information services)	Print media and publishing (excl. internet)	Print media and publishing (excl. internet)
56100010	Radio broadcasting services	Radio broadcasting	Radio broadcasting
13200051	Handbags, suitcases (incl canvas), bags (of leather or leather substitute) (incl toiletry bags, purses, wallets) (excl bags for packaging)	Visual arts and crafts	Visual arts and crafts
20100030	Glass containers, bottles or jars; glass stoppers; glass inners or vacuum vessels	Visual arts and crafts	Visual arts and crafts
20290040	Tableware, ornamental pottery and domestic ware not elsewhere classified	Visual arts and crafts	Visual arts and crafts
25910020	Jewellery and silverware	Visual arts and crafts	Visual arts and crafts
25910030	Imitation jewellery (excl incorporating precious metal except as plating or as minor constituents) (excl watch straps)	Visual arts and crafts	Visual arts and crafts
69000180	Photography services not elsewhere classified (incl Video filming of Weddings etc)	Visual arts and crafts	Visual arts and crafts
95320010	Photographic film processing	Visual arts and crafts	Visual arts and crafts