



Cultural and creative activity in Australia 2008–09 to 2017–18

Overview



What is the purpose of this publication?

This publication quantifies the economic contribution of cultural and creative activity in Australia from 2008–09 to 2017–18. Cultural and creative activity is increasingly recognised as an important component of economic growth. It has the potential to increase as the economy transforms through the growing use of advanced technologies and the rise of automation.

This publication provides an annual update to the Bureau of Communications and Arts Research (BCAR) working paper [Cultural and creative activity in Australia, 2008–09 to 2016–17](#) released in October 2018. The updated estimates are presented as a visual summary. Each table and figure corresponds to those used in the BCAR working paper.

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

Data is subject to revisions by the Australian Bureau of Statistics (ABS) national accounts (cat. no. 5204.0) and estimates vary from those published in the working paper.



What is cultural and creative activity?

Cultural and creative activity refers to activities that involve human creativity as a major input. While there is no universally accepted definition of cultural and creative activity, the terms 'cultural' and 'creative' are used to describe activities connected with the arts, media, heritage, design, fashion, and information technology. Cultural activity may also contain intellectual property to communicate symbolic meaning while creative activity requires human creativity as a significant and identifiable input.

The economic value of cultural and creative activity is determined by how it is defined and identified—as either creative, cultural or both. Some cultural and creative activity may not be captured fully in this approach, owing to methodological issues, unavailability of data, and how volunteering and non-market based production have been reflected in the measurements.

Our definition of cultural and creative activity is the same as the Australian Bureau of Statistics (ABS) 2014 publication [Cultural and Creative Activity Satellite Accounts, 2008–09](#) (Cat. 5271.0).

The definition of cultural and creative activity was decided by the Statistics Working Group (SWG) of the Meeting of Cultural Ministers before the 2014 ABS release. SWG manages a national program of cultural data collection, research and analysis to inform policy and decision making by Cultural Ministers.

For more information on the definitional decision of the SWG, see: [Measuring the economic value of cultural and creative industries](#).

What is a 'satellite account'?

Satellite account is a framework linked to the national accounts, which enables focused attention on a particular aspect of economic or social life (e.g. cultural and creative activity) by combining national accounts estimates with the findings of other surveys and statistics. The ABS has developed satellite accounts such as tourism, non-profit institutions, and cultural and creative activity.

Industry/ artform specific

Which area of cultural and creative activity experienced the largest increase?

Design experienced the largest growth in cultural and creative activity over the past decade. From 2008–09 to 2017–18, design's contribution to the national economy grew by \$17.5 billion (or 66 per cent), increasing faster than the rest of the economy. This growth was driven mainly by computer system design and related services as workplaces have been regularly upgraded and enhanced over the past decade.

Which area of cultural and creative activity experienced the largest decline?

Literature and print media declined significantly by \$3.2 billion (or 25 per cent) from 2008–09 to 2017–18. This decline was driven by falling demand for traditional print media as consumers shifted to digital content. Traditional print materials are also comparatively slower to produce and more costly to distribute.

How can I find out more about the activity captured in each domain?

More information on the size of cultural and creative activity in Australia by industry division and by each domain is provided in the BCAR working paper [Cultural and creative activity in Australia, 2008–09 to 2016–17](#).

The working paper includes the most granular level of activity data that is publicly available—the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC 06) class name. Class names are sourced from ABS datasets and are based on national and international industry classification standards.



Which domain captures economic activity from the production of Australian visual art?

Economic activity from the production of works of art, such as paintings and sculptures, is captured in more than one domain. For example:

- › **Design:** where it is captured as part of the ANZSIC class name 'Other Specialised Design Services' which includes commercial art services, alongside other activities that may be indirectly related to fine art (such as fashion and graphic design activities).
- › **Performing arts:** where it could otherwise be captured under the ANZSIC class name 'Creative Artists, Musicians, Writers and Performers' which includes the services of artists and sculpting, as well as services that may be indirectly related to fine art.

Which domain captures economic activity from interactive game development and distribution?

Economic activity from game development and distribution is captured in more than one domain. For example:

- › **Design:** includes information technology development such as writing, modifying, testing or supporting software to meet the needs of a particular consumer; or planning and designing computer systems that integrate computer hardware, software and communication technologies.
- › **Other culture goods manufacturing and sales:** includes computer game retailing.
- › **Broadcasting, electronic or digital media, and film:** includes software publishing and computer game rental.

Which domain captures economic activity from festivals in the paper?

Economic activity from festivals is captured across multiple domains because it depends on the type of festival. For example:

- › **Broadcasting, electronic or digital media, and film:** includes activity relating to screening motion pictures using a variety of visual media (such as screening productions at festivals and other similar events).
- › **Performing arts:** includes operations engaged in providing or producing live theatrical or musical presentations and performances.

How was cultural and creative activity measured?

The analysis uses the same approach taken by the ABS in its original report on cultural and creative activity [Cultural and Creative Activity Satellite Accounts, 2008–09](#) (Cat. 5271.0).

The BCAR publication calculates a time series from the Satellite Accounts definition of cultural and creative activity. The figures presented, unless otherwise stated, are in current prices and on a national accounts basis; while a satellite accounts basis refers to the activity included on a national accounts basis, plus volunteer services and non-market output of market producers in the cultural and creative industries.

The main components of cultural and creative activity include activity from cultural and creative industries as well as the wages and salaries, and employers' social contributions received from cultural and creative occupations that are performed outside of these cultural and creative industries.

The publication sources all of its data from ABS publications. This consists of the [Australian System of National Accounts, 2017–18](#) (Cat. 5204.0), [Australian National Accounts: Input Output Tables](#) (Cat. 5209.0) and [Cultural and Creative Activity Satellite Accounts, 2008–09](#) (Cat. 5271.0).



Methodology questions

Are there any differences between the methodology used in this publication and the approach used by the ABS in 2008–09?

There are some minor methodological differences from the ABS report as some data was unavailable to the BCAR. These differences are outlined in the appendix to last year's working paper.

How does Australia's cultural and creative activity compare to other nations, and across states and territories?

A number of government organisations have reported on the economic impact of cultural and/or creative industries within their economy, particularly in the past 5 years. However, a range of statistical definitions and approaches have been used. Due to the variety of definitions used to classify cultural and creative activity, international comparisons are difficult to make.

The ABS data used in the publication does not provide a breakdown of the results at the state and territory level.

Why do the 2016–17 cultural and creative estimates in this document vary from the BCAR working paper?

- › The estimates of cultural and creative activity from 2008–09 to 2017–18 are derived from the ABS National Accounts data 5204.0 [Australian System of National Accounts, 2017–18](#) and 5209.0 [Australian National Accounts: Input-Output Tables](#). The 2017–18 issue of the Australian System of National Accounts (cat. 5204.0) incorporates the 2016–17 annual supply and use tables. The ABS has made revisions to the 2017–18 estimates arising from the 2016–17 benchmarks, new data, and data confrontation to balance the accounts.
- › As a result of these revisions, the BCAR's updated estimates of cultural and creative activity vary from those presented in the 2018 working paper.
- › Cultural and creative activity estimates for 2016–17 have been revised to \$110.3 billion (down \$1.4 billion from last year's working paper). This reduction has been driven mainly by the \$1.5 billion decrease to cultural and creative activity in professional, scientific and technical services.