



**Information Paper:**

# **Cultural and Creative Activity Satellite Accounts**

**Australia**

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Brian Pink  
Australian Statistician

AUSTRALIAN BUREAU OF STATISTICS

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## INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070 or the Assistant Director, National Centre for Culture and Recreation Statistics, at [nccrs@abs.gov.au](mailto:nccrs@abs.gov.au).

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### EXECUTIVE SUMMARY

In Australia and internationally, there is strong interest in the role of 'cultural' and 'creative' activity in the economy, such as highlighted by Australia's National Cultural Policy *Creative Australia*. These terms are often used to describe activities connected with the arts, media, heritage, design, fashion and information technology.

In June 2013, the Australian Bureau of Statistics (ABS) published its proposals on how to measure the economic contribution of these activities in *Discussion Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.001). The discussion paper also invited stakeholders to give feedback on the proposals so these could be taken into account before the ABS' views were finalised. The purpose of this information paper is to present the ABS' final views and plans to take this work forward.

Overall, stakeholders from government, academia and industry are highly supportive of the ABS' proposed approach, the data which would be used, and the investment priorities. Stakeholders' comments and queries to the discussion paper were mostly about:

- recognising cultural and creative activity provide social benefits beyond their contribution to the economy;
- clarifying the scope of the satellite accounts and the concept of 'creative' activity;
- the capacity to develop estimates of activity for certain geographic areas and population groups; and
- the frequency and timeliness of the satellite accounts.

As a result of the high level of support among stakeholders, the ABS has decided to adopt the proposals presented in the discussion paper. New funding provided by the federal and state and territory governments through the Cultural Ministers' Statistics Working Group has also made it possible for the ABS to proceed with the construction of the first cultural and creative activity satellite accounts for Australia. The first satellite accounts will be for the 2008-09 reference year and have the tag of 'experimental' which designates they may require refinement after user feedback is received. The potential to produce state and territory splits of the satellite accounts will be further assessed once the Australian accounts have been completed. The Australian satellite accounts are scheduled to be published on 10 February 2014.

The ability to produce the satellite accounts for future reference years will depend on the continued availability of investment funds from stakeholders, as well as the continued availability of the various input data needed to construct the accounts (particularly the ABS' input-output tables).

Inquiries from stakeholders will continue to be welcome as the ABS moves ahead with these plans to construct the Australian satellite accounts. The ABS will also welcome opportunities to collaborate with organisations undertaking similar work for other nations, and to collaborate towards the development of international standards like those which exist for other types of satellite accounts.

Inquiries may be forwarded to:

Assistant Director  
National Centre for Culture and Recreation Statistics  
Australian Bureau of Statistics  
GPO Box 2272  
Adelaide SA 5001  
E-mail: [nccrs@abs.gov.au](mailto:nccrs@abs.gov.au)

## SECTION 1: INTRODUCTION

In Australia and internationally, there is strong interest in the role of ‘cultural’ and ‘creative’ activity in the economy, such as highlighted by Australia’s National Cultural Policy *Creative Australia*. These terms are often used to describe activities connected with the arts, media, heritage, design, fashion and information technology.

The Australian Bureau of Statistics (ABS) publishes statistics for selected cultural and creative activities in *Arts and Culture in Australia: A Statistical Overview* (cat. no. 4172.0). However there remains a need – particularly in government and academia – for holistic estimates of the economic contribution made by cultural and creative activity in Australia.

To advance the development of these economic measures, the ABS conducted a study on the feasibility of producing cultural and creative activity satellite accounts for Australia. Satellite accounts provide economic estimates for selected areas of interest in a manner that is linked to, but distinct from, the national accounts.

The feasibility study was undertaken in consultation with the federal and state government organisations comprising the Cultural Ministers’ Statistics Working Group, and with Australian academics. The study sought to:

- clarify what stakeholders need from the satellite accounts;
- develop practical definitions of cultural and creative activity for use in the satellite accounts;
- identify a suitable statistical model for the accounts and the availability of data to fit the model;
- identify remedies for significant data gaps; and
- prioritise the actions required to develop and/or improve the quality of the satellite accounts.

The feasibility study concluded it is possible for the ABS to construct Australian cultural and creative activity satellite accounts with a reasonable level of quality using currently available data. The feasibility study’s findings and the ABS’ proposals for constructing the accounts were published in June 2013 in *Discussion Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.001). The discussion paper also invited stakeholders to comment on the ABS’ proposals so this feedback could be taken into account before the ABS’ views were finalised.

The purpose of this information paper is to present the ABS’ final views and plans to take this work forward. Section 2 provides a brief outline of the proposals presented in the discussion paper. Section 3 summarises the common themes from stakeholders’ feedback and provides an ABS response to these. Section 4 provides conclusions and the next steps to produce the satellite accounts.

## SECTION 2: OUTLINE OF ABS PROPOSALS

### CONTEXT

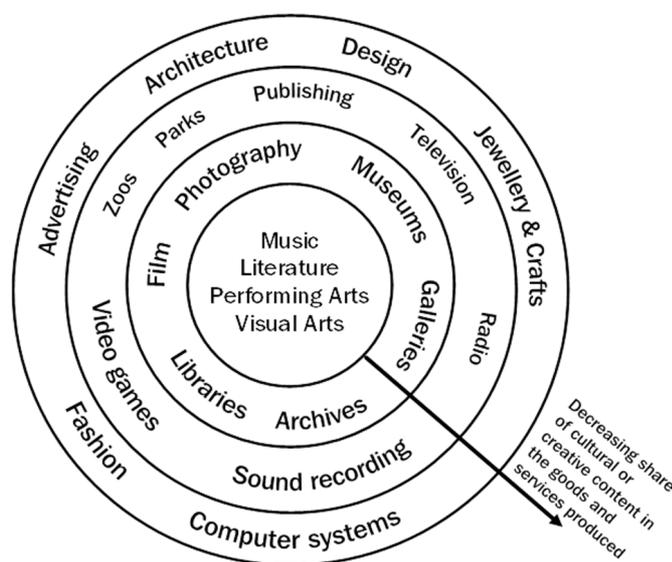
Satellite accounts for cultural and creative activity are a relatively recent initiative on the international stage. International standards have not yet been established for these types of accounts and a variety of approaches have been taken in their absence. The specific proposals in the ABS' *Discussion Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.001) were developed after consulting:

- government and academic stakeholders in Australia for whom the satellite accounts must be meaningful;
- cultural statistics frameworks published by the United Nations Educational, Scientific and Cultural Organization (UNESCO)<sup>1</sup> and the European Commission<sup>2</sup>;
- cultural and creative satellite accounts and similar works published by government agencies of other nations (e.g. Canada<sup>3</sup>, Finland<sup>4</sup>, the United Kingdom<sup>5</sup> and Spain<sup>6</sup>); and
- the academic literature underpinning much of the international work in this field.

### CULTURAL AND CREATIVE DOMAINS

Figure 1 below shows the domains (groups of activities) which the discussion paper proposed to treat as 'cultural' or 'creative' for the purposes of the satellite accounts. This figure is based on the concentric circles model used by Throsby<sup>7</sup>. At the centre are the domains considered to produce the highest degree of cultural and creative content in their output relative to the output's commercial value.

Figure 1: Cultural and creative domains



<sup>1</sup> United Nations Educational Scientific and Cultural Organization (UNESCO) (2009), *2009 UNESCO Framework for Cultural Statistics*, <<http://www.uis.unesco.org/culture/Documents/framework-cultural-statistics-culture-2009-en.pdf>>.

<sup>2</sup> European Commission (2012), *ESSnet-Culture: European Statistical System Network on Culture – Final Report*, <<http://ec.europa.eu/culture/our-policy-development/documents/ess-net-report-oct2012.pdf>>.

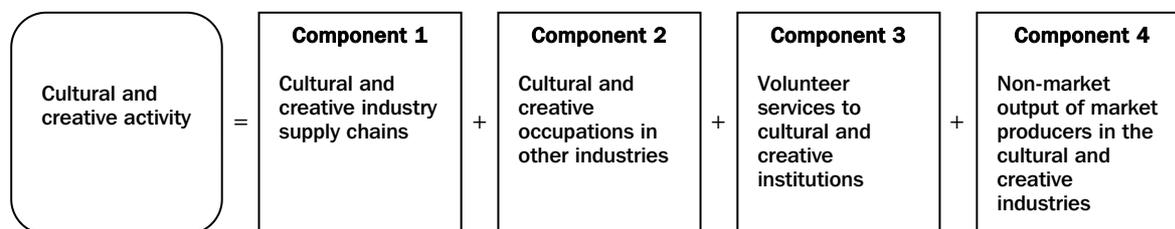
<sup>3</sup> Statistics Canada (2004), *Economic Contribution of Culture in Canada*, <<http://www.statcan.gc.ca/pub/81-595-m/81-595-m2004023-eng.pdf>>.

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## COMPONENTS OF CULTURAL AND CREATIVE ACTIVITY

For all of the domains, the satellite accounts would measure cultural and creative activity in four components, as shown in figure 2.

Figure 2: Proposed boundary for cultural and creative activity satellite accounts

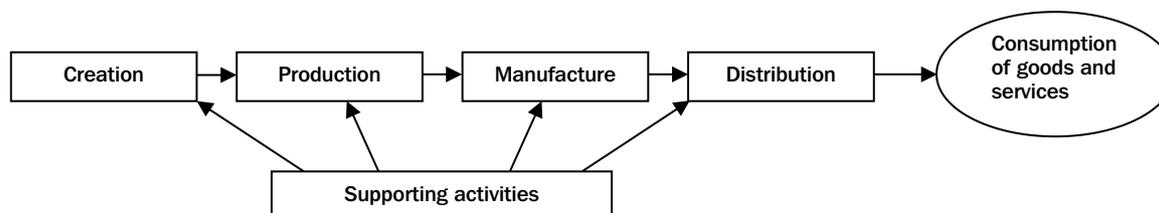


Component 1 has been the focus of satellite accounts for other nations. Some of these accounts have aspired to include components 2 and 3 but were not able because of data or methodological difficulties. Components 3 and 4 are included in the ABS' *Non-Profit Institutions Satellite Account* (cat. no. 5256.0) and are an extension beyond the national accounts production boundary to provide a more complete picture of the value of this activity to society.

## CULTURAL AND CREATIVE INDUSTRY SUPPLY CHAINS (COMPONENT 1)

The industry supply chains component would encompass the activity of industries which generate cultural and creative ideas, use those ideas to produce or manufacture cultural and creative goods and services, or distribute cultural and creative goods and services to final consumers. Other industries with a significant direct supporting role would also be measured (e.g. education and training that develops performance artists).

Figure 3: Concept of an industry supply chain for cultural and creative domains



Appendix 1 identifies the industry classes proposed to be in-scope of the industry supply chains. Activity in these industries would be estimated using a top-down approach from the aggregates published in the ABS' input-output

<sup>4</sup> Ministry of Education (2009), *Culture Satellite Account: Final report of pilot project*, <<http://www.minedu.fi/export/sites/default/OPM/Julkaisut/2009/liitteet/opm13.pdf?lang=fi>>.

<sup>5</sup> Department for Culture, Media and Sport (2011), *Creative Industries Economic Estimates: Full Statistical Release*, <[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/77959/Creative-Industries-Economic-Estimates-Report-2011-update.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/77959/Creative-Industries-Economic-Estimates-Report-2011-update.pdf)>.

<sup>6</sup> Ministry of Culture (2011), *Satellite Account on Culture in Spain: Advance of 2000-2009 results*, <[http://www.mcu.es/estadisticas/docs/CSCE/advance\\_results\\_csce-2011.pdf](http://www.mcu.es/estadisticas/docs/CSCE/advance_results_csce-2011.pdf)>.

<sup>7</sup> D. Throsby (2001), *The Economics of Cultural Policy*, Cambridge University Press, p26.

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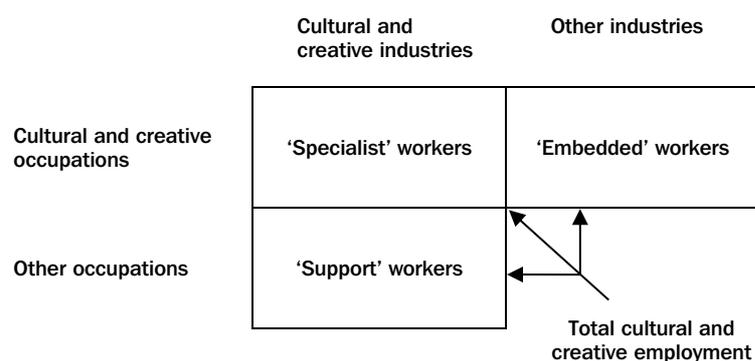
tables<sup>8</sup>. Industry categories within the input-output tables that are not granular enough would be split to smaller industry levels primarily using data on the value of Australian production by product. This data is contained in product details tables published as part of the input-output product suite<sup>9</sup>. The product details tables have 1,284 product categories which can be mapped to the industry classes in which they are produced.

Some of the in-scope industry classes perform significant amounts of activity that are not considered to be cultural or creative in nature and do not directly support cultural or creative activities. To prevent the satellite accounts from being overstated, these industry classes would be excluded from the coverage of the accounts unless their out-of-scope activities can be removed through an apportioning process. The various methods of apportioning this activity would need to be trialled before use.

### CULTURAL AND CREATIVE OCCUPATIONS IN OTHER INDUSTRIES (COMPONENT 2)

Cultural and creative activity is also carried out by people employed in industries outside the supply chains. An example is someone employed in the insurance industry to develop advertising content – the work activity they perform is cultural and creative in nature, even if the industry is not. A variety of academic studies such as Higgs and Cunningham<sup>10</sup>, and the UNESCO<sup>11</sup> and European Commission<sup>12</sup> frameworks, conceptualise this as an employment ‘trident’ as shown in figure 4.

Figure 4: Cultural and creative employment ‘trident’



It is the activity undertaken by embedded workers (including multiple job holders) that would be captured in the second component of the satellite accounts. The activity of specialist and support workers would be captured in the satellite accounts through the industry supply chains component.

The occupations identified in the discussion paper as cultural or creative are listed in appendix 2. Activity performed in these occupations outside of the cultural and creative industry supply chains would be valued as a share of the

<sup>8</sup> *Australian National Accounts: Input-Output Tables* (cat. no. 5209.0.55.001).

<sup>9</sup> *Australian National Accounts: Input-Output Tables (Product Details)* (cat. no. 5215.0.55.001).

<sup>10</sup> P. Higgs and S. Cunningham (2008), 'Creative Industries Mapping: Where have we come from and where are we going?', *Creative Industries Journal*, vol.1, no.1, p7-30, <[http://portal2.ntua.edu.tw/~dc/files/F04\\_3.pdf](http://portal2.ntua.edu.tw/~dc/files/F04_3.pdf)>.

<sup>11</sup> UNESCO (2009), p40.

<sup>12</sup> European Commission (2012), p148.

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Compensation of Employees (COE) aggregates in the ABS' input-output tables. COE is the total remuneration payable by enterprises to employees, in cash or in kind, comprised of wages and salaries, and employers' social contributions (the latter includes contributions towards retirement benefits such as superannuation).

The COE shares would be calculated starting with employment data from input-output tables, *Labour Force, Australia, Detailed, Quarterly* (6291.0.55.003), and the Census workforce occupation structure. This data would be combined with average earnings data from the ABS' Survey of Employee Earnings and Hours (SEEH)<sup>13</sup> to estimate employee remuneration in main jobs by occupation and industry. Employee remuneration in secondary jobs would be estimated using data from the ABS' 2007 Survey of Employment Arrangements, Retirement and Superannuation<sup>14</sup>, adjusted over time for wage inflation using the ABS' *Wage Price Index, Australia* (cat. no. 6345.0).

### VOLUNTEER SERVICES TO CULTURAL AND CREATIVE INSTITUTIONS (COMPONENT 3)

Volunteers are people who willingly give unpaid help to an organisation or group. This type of activity is prevalent in cultural and creative domains where people, for example, give their time unpaid as art gallery guides, as members of museum management boards, or to collect donations from the public.

The discussion paper proposed that volunteer services in the satellite accounts would be measured using the 'replacement cost' method, whereby each hour of a volunteer's time is valued at what it would cost to replace with paid labour. This method is also used by the ABS' Non-Profit Institutions Satellite Account<sup>15</sup>, based on the United Nations' *Handbook on Non-profit Institutions in the System of National Accounts*<sup>16</sup>.

Data on the number of hours volunteered with 'arts/heritage' organisations would be sourced from the ABS' General Social Survey<sup>17</sup>, adjusted in-between survey years for changes in the Australian population. The number of hours volunteered would then be multiplied by replacement wage rate assumptions based on SEEH data. The replacement wage rate assumptions would vary with the work activities the volunteers performed and the occupation categories to which these activities match.

### NON-MARKET OUTPUT OF MARKET PRODUCERS (COMPONENT 4)

Non-market output is a term used in the national accounts to describe goods and services supplied for free or at prices that are not economically significant. This output is excluded from the national accounts for institutions that offer the majority of their production at economically significant prices (these institutions are known as 'market producers'). Non-market output of market producers is, however, included in the ABS' Non-Profit Institutions Satellite Account based on the United Nations' Handbook. The Handbook argues that if an adjustment is not made to value any non-market output produced by market units which are non-profit institutions, then the value of the output of these units is understated, as such units can produce significant amounts of output which are supported by charitable contributions and other transfers that is not evident in sales revenue.

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<sup>13</sup> Published in *Employee Earnings and Hours, Australia* (cat. no. 6306.0).

<sup>14</sup> Published in *Employment Arrangements, Retirement and Superannuation, Australia* (cat. no. 6361.0).

<sup>15</sup> *Australian National Accounts: Non-Profit Institutions Satellite Account* (cat. no. 5256.0), p35-36.

<sup>16</sup> United Nations (2003), *Handbook on Non-Profit Institutions in the System of National Accounts*, <[http://unstats.un.org/unsd/publication/seriesf/seriesf\\_91e.pdf](http://unstats.un.org/unsd/publication/seriesf/seriesf_91e.pdf)>.

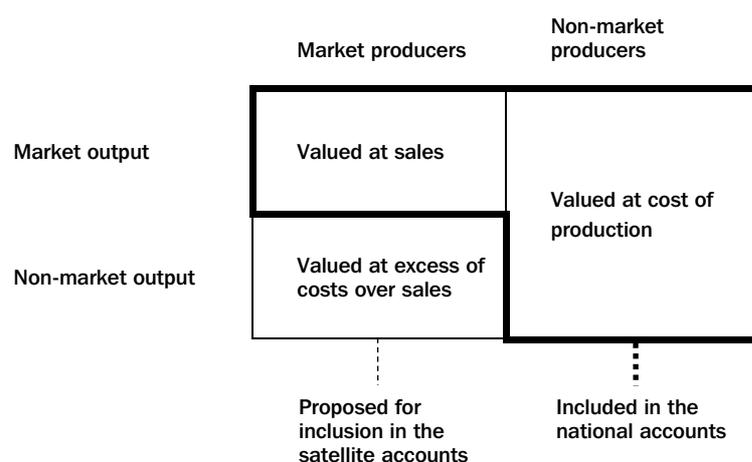
<sup>17</sup> Published in *General Social Survey: Summary Results, Australia* (cat. no. 4159.0) and *Voluntary Work, Australia* (cat. no. 4441.0).

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The fourth component of the satellite accounts would measure the value of this production by market non-profit institutions in the cultural and creative industries. Other types of production by these institutions are captured within the industry supply chains component of the satellite accounts.

The estimate of this component would be compiled using Business Activity Statement data collected by the Australian Taxation Office and would be calculated consistently with the ABS' Non-Profit Institutions Satellite Account. It would be valued as the difference between output calculated by cost summation (the standard national accounts valuation method for non-market units), and output calculated by sales (the standard national accounts method for market units)<sup>18</sup>. This is represented in figure 5 below.

Figure 5: Valuation of market and non-market output



### DATA OUTPUTS AND FREQUENCY

The key data outputs in the satellite accounts would be the monetary measures of gross domestic product, gross value added, output, volunteer services and non-market output. These would be complemented with physical measures of employment and active trading entities (businesses and non-profit institutions) in the cultural and creative industries<sup>19</sup>. A supply-use table describing linkages between cultural and creative industries and the rest of the economy would also be constructed.

These data outputs could currently be developed for Australia using the existing data collections of the ABS. State and territory splits of the Australian estimates could also potentially be developed using a breakdown of the ABS' source data or other indicators, however, this would need to be assessed further once Australian accounts are developed.

The range of information included in the satellite accounts could potentially be expanded if investment funds were available in the future. Details about the incomes, expenses, assets and liabilities of entities in the cultural and creative industries might be compiled using Business Income Tax data, or through the ABS' Economic Activity Survey<sup>20</sup> by boosting the sample size and/or adding questions to the survey form if needed. Data collected in the ABS' Research

<sup>18</sup> *Australian National Accounts: Non-Profit Institutions Satellite Account* (cat. no. 5256.0), p35.

<sup>19</sup> Entity counts would be produced from the ABS' Business Register using a consistent method to *Counts of Australian Businesses, including Entries and Exits* (cat. no. 8165.0).

<sup>20</sup> Published in *Australian Industry* (cat. no. 8155.0).

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and Development (R&D) surveys<sup>21</sup> could also be used to compile R&D expenditure estimates for the aggregations of industry classes in the cultural and creative industry supply chains.

Since some stakeholders are primarily interested in 'cultural' activity, while others focus on 'creative', the discussion paper proposed that satellite accounts be constructed individually for the two segments, as well as producing an aggregate account covering both that takes into account the overlap between the two. Each of the three accounts would contain details by domain or industry to the extent possible.

The stakeholders consulted during the feasibility study suggested they require satellite accounts a minimum of every three years, for the most recent financial year that can be produced using available data.

### INVESTMENT PRIORITIES

The feasibility study concluded the satellite accounts can be constructed for Australia to a reasonable level of quality using currently available data. The discussion paper therefore proposed the top investment priorities should be to:

- Develop the first 'experimental' satellite accounts for Australia and the information technology infrastructure needed to produce them efficiently.
- Develop state and territory splits of the Australian aggregates if this is feasible.
- Establish ongoing production of the satellite accounts, provided the required input data continues to be available.

The priorities after the accounts are 'up and running' would be to expand the range of data outputs and improve or maintain the quality of the input data.

- The coverage of the industry supply chains component could be improved by trialling methods to apportion activity in industry classes which contain significant out-of-scope activity.
- Details of the R&D expenditure of cultural and creative industries could be compiled from ABS R&D surveys.
- Details of the income, expenses, assets and liabilities for cultural and creative industries might be produced from Business Income Tax data, or by boosting the samples on the ABS' Economic Activity Surveys and/or adding questions to the survey form if required.
- The multiple jobholding data used by the accounts might be updated with Personal Income Tax and Pay As You Go data, or by adding questions to the ABS' Characteristics of Employment Labour Force Supplement Survey.

The priority order is based on the ABS' assessment of the benefits each action would generate relative to the costs to stakeholders of investing in this work.

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<sup>21</sup> Published in *Research and Experimental Development, All Sector Summary, Australia* (cat. no. 8112.0); *Research and Experimental Development, Businesses, Australia* (cat. no. 8104.0); *Research and Experimental Development, Higher Education Organisations, Australia* (cat. no. 8111.0); and *Research and Experimental Development, Government and Private Non-Profit Organisations, Australia* (8109.0).

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### SECTION 3: FEEDBACK RECEIVED AND THE ABS RESPONSE

#### LEVEL OF SUPPORT

The ABS received 17 submissions giving feedback on the proposals in the discussion paper. Most of the submissions were from peak industry groups and other advocacy bodies for arts and culture in Australia. The key stakeholders from government and academia had previously given their input to the ABS as the proposals were being developed.

Overall, the submissions were highly supportive of the proposed approach to construct the satellite accounts, the data which would be used, and the investment priorities. In addition to confirming their support, stakeholders provided a range of comments and queries which were mostly focused around the common themes discussed below.

#### SOCIAL BENEFITS

Some of the submissions commented that it is important to recognise cultural and creative pursuits can contribute to community wellbeing and quality of life in more ways than just the contribution they make to the economy. For example:

- people's values, behaviour and understanding of the world can be positively influenced by activities such as reading literature and attending theatrical performances;
- the physical activity associated with using public parks, and participating in activities such as dancing, can improve people's health outcomes; and
- social cohesion and connectedness can be strengthened through shared cultural experiences, such as attending a cultural festival or a live music performance.

The ABS agrees cultural and creative activity can provide broader social benefits to the community such as those described above. However, these broader social benefits are outside of the traditional scope of a satellite account and are inherently difficult to measure with rigour in monetary terms, as would be required for a satellite account.

Australia has a comprehensive framework for social statistics<sup>22</sup> which recognises the importance of culture as a contributor to wellbeing. For over ten years Australia has been at the forefront of measuring the progress of societies through its work on *Measures of Australia's Progress* (cat. no. 1370.0), which is designed to enable readers to answer the question 'Is life in Australia getting better?' Among the key indicators which the ABS uses to measure wellbeing and societal progress are attendance at cultural venues and events, and participation in selected cultural activities. Details on attendance and participation are also published in *Arts and Culture in Australia: A Statistical Overview* (cat. no. 4172.0).

In addition to these statistical activities, the ABS is working with other partners in Australia's National Statistical System to articulate Australia's essential statistical assets<sup>23</sup>. Stakeholders from across governments have recognised the importance of cultural statistics in this process.

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<sup>22</sup> *Measuring Wellbeing: Frameworks for Australian Social Statistics, 2001* (cat. no. 4160.0).

<sup>23</sup> *Essential Statistical Assets for Australia* (cat. no. 1395.0).

### SCOPE OF THE SATELLITE ACCOUNTS

Many of the submissions sought to clarify whether particular activities were included in the proposed scope of the satellite accounts. Typically this clarification was needed because stakeholders in the 'real world' use different terminology to describe industries and occupations than is used by official statistical classifications.

After investigation, the ABS found nearly all the activities described by the submissions would be fully captured within the proposed scope. The other activities had been excluded during the scope's development in accordance with the consensus input the ABS received from key government organisations and academics.

The ABS has considered whether these other activities could be included in the satellite accounts without diminishing the usefulness of the data outputs for the overwhelming majority of stakeholders who fully support the proposed scope. Unfortunately including the additional activities would overstate the satellite account totals for most stakeholders and also overstate some of the domain-level data outputs. The ABS has therefore elected to proceed with the scope which was proposed in the discussion paper.

### MEANING OF 'CREATIVE'

'Creative' activity is an emerging concept which has gained prominence internationally through work such as the United Nation's *Creative Economy Report 2008*<sup>24</sup>. Several submissions sought to clarify how the concept would be implemented in the satellite accounts and how this relates to the broader concept of 'creativity'.

Simply put, creativity refers to the formulation of new ideas. Creativity can be a feature of all industries and occupations in the economy, although it is a stronger feature of some than others. Industries and occupations in which creativity is thought to be a particularly significant feature are often described as 'creative' by government, academic and industry circles. The creative activity satellite account would be designed to measure the productive activities of these industries and occupations labelled as 'creative'. The creative activity satellite account would not specifically measure the economic contribution of creativity.

Choices about which activities should be labelled as 'creative' must obviously be made with a level of subjective judgement. In the absence of an international standard statistical definition, the scope proposed for the Australian creative activity satellite account has been informed by international literature and consultation with key stakeholders for whom the account must be meaningful. The literature and stakeholder views about 'creative' have tended to evolve over time and if this continues the scope of the creative activity satellite account may well be refined in the future.

### CAPACITY FOR FURTHER DETAIL

Some of the submissions expressed strong interest in state and territory splits of the Australian satellite accounts and queried whether estimates might also be possible for geographic regions below the state level (e.g. local government areas). Others queried whether it would be possible for the ABS to produce estimates of the value of cultural and creative activity by particular population groups (e.g. Aboriginal and Torres Strait Islander peoples, people with a disability).

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<sup>24</sup> United Nations Conference on Trade and Development (2008), *Creative Economy Report 2008*, <[http://unctad.org/en/Docs/ditc20082cer\\_en.pdf](http://unctad.org/en/Docs/ditc20082cer_en.pdf)>.

Most of the source data for the satellite accounts are designed to describe aspects of the economy at a fairly aggregated level. The geographic and demographic variables which would be needed to produce estimates for small areas or particular population groups are in most cases unavailable. Where such geographic and demographic variables are available, either in the source data or on supplementary data sets, there are limits on how far we can 'drill down' before the data quality drops below acceptable levels.

In the discussion paper, the ABS explained how it may be possible to estimate state and territory splits of the Australian satellite accounts using, among other things, the ABS' Economic Activity Survey data and Business Activity Statement data collected by the Australian Taxation Office. The ABS would further assess the feasibility of state and territory splits after cultural and creative satellite accounts are produced at the national level. There may be unforeseen issues with the quality of the underlying data which prevent this geographical split. Splits below the state level would be even more problematic because there are fewer sub-state indicators available, as well as a greater challenge to assign the activity of businesses which operate at multiple locations.

The ABS' Census of Population and Housing is perhaps the most useful data source currently available for stakeholders seeking more detail than would be provided in the satellite accounts. The Census provides a highly accurate profile of the population in Australia every five years, and can be used to research the employment and income characteristics of people by industry, occupation, geographic area and a wide range of demographic variables<sup>25</sup>. Additional statistics about the employment and income characteristics of particular population groups can be obtained from ABS social surveys, such as the General Social Survey and the National Aboriginal and Torres Strait Islander Social Survey<sup>26</sup>.

### FREQUENCY AND TIMELINESS

The discussion paper noted that the key stakeholders from government and academia would require the satellite accounts to be produced a minimum of every three years. The submissions provided by other stakeholders stated that an annual or biennial frequency would be strongly preferred. Most stakeholders from both groups also asked the ABS to look at how the satellite accounts might be produced and published with a shorter period of time elapsed after the end of the reference year.

The ABS' ability to produce the satellite accounts for any given reference year will depend on the availability of external investment funding, as well as the availability of the various input data needed to construct the accounts. The most critical data inputs are the ABS' input-output tables (including product details tables), which are also produced under a funding arrangement with external users.

In recent years the input-output tables have been published around 39 months after the end of the reference year they relate to. To improve the timeliness of the input-output tables in the future, the ABS plans to skip ahead and next produce these tables for the 2012-13 reference year, which would be published around June 2015. This would enable the timeliness of the input-output tables to be improved to around 24 months and would also allow an improvement to the timeliness of the satellite accounts.

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<sup>25</sup> Census data is available on the ABS website at <<http://www.abs.gov.au/census>>.

<sup>26</sup> Published in *National Aboriginal and Torres Strait Islander Social Survey* (cat. no. 4714.0).

### SECTION 4: CONCLUSION AND NEXT STEPS

The ABS has decided to adopt the proposals presented in *Discussion Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.001) considering the high level of support for the proposals among stakeholders from government, academia and industry.

New funding provided by the federal and state and territory governments through the Cultural Ministers' Statistics Working Group has also made it possible for the ABS to proceed with the construction of the first cultural and creative activity satellite accounts for Australia. The first satellite accounts will be for the 2008-09 reference year and have the tag of 'experimental' which designates they may require refinement after user feedback is received. The potential to produce state and territory splits of the satellite accounts will be further assessed once the Australian accounts have been completed. The Australian satellite accounts are scheduled to be published on 10 February 2014.

The ability to produce the satellite accounts for future reference years will depend on the continued availability of investment funds from stakeholders, as well as the continued availability of the various input data needed to construct the accounts (particularly the ABS' input-output tables).

Inquiries from stakeholders will continue to be welcome as the ABS moves ahead with these plans to construct the Australian satellite accounts. The ABS will also welcome opportunities to collaborate with organisations undertaking similar work for other nations, and to collaborate towards the development of international standards like those which exist for other types of satellite accounts.

Inquiries may be forwarded to:

Assistant Director  
National Centre for Culture and Recreation Statistics  
Australian Bureau of Statistics  
GPO Box 2272  
Adelaide SA 5001  
E-mail: [nccrs@abs.gov.au](mailto:nccrs@abs.gov.au)

### ABBREVIATIONS

<b>ABS</b>	Australian Bureau of Statistics
<b>ANZSCO</b>	Australian and New Zealand Standard Classification of Occupations
<b>ANZSIC</b>	Australian and New Zealand Standard Industrial Classification
<b>COE</b>	Compensation of Employees
<b>R&amp;D</b>	Research and Development
<b>SEEH</b>	Survey of Employee Earnings and Hours
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization

# INFORMATION PAPER: CULTURAL AND CREATIVE ACTIVITY SATELLITE ACCOUNTS

## APPENDIX 1. ANZSIC (2006) INDUSTRY CLASSES

Code	ANZSIC class name	Segment	Domain	Comments
1320	Leather Tanning, Fur Dressing and Leather Product Manufacturing	Both	Visual arts and crafts	Partially in-scope. Associated with crafts.
1351	Clothing Manufacturing	Creative	Fashion	Wholly in-scope.
1352	Footwear Manufacturing	Creative	Fashion	Wholly in-scope.
1611	Printing	Cultural	Literature and print media	Partially in-scope. Photocopying is out-of-scope.
1612	Printing Support Services	Creative	Literature and print media	Wholly in-scope.
1620	Reproduction of Recorded Media	Cultural	Other culture goods manufacturing and sales	Wholly in-scope.
2029	Other Ceramic Product Manufacturing	Both	Visual arts and crafts	Partially in-scope. Associated with crafts.
2591	Jewellery and Silverware Manufacturing	Both	Visual arts and crafts	Partially in-scope. Coin minting is out-of-scope.
2599	Other Manufacturing nec	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Included for musical instrument manufacturing.
3020	Non-Residential Building Construction	Cultural	Supporting activities	Partially in-scope. Included for construction of cultural facilities.
3109	Other Heavy and Civil Engineering Construction	Cultural	Supporting activities	Partially in-scope. Included for construction of cultural facilities.
3712	Clothing and Footwear Wholesaling	Creative	Fashion	Wholly in-scope.
3732	Jewellery and Watch Wholesaling	Both	Visual arts and crafts	Partially in-scope. Watch and clock wholesaling are out-of-scope.
3735	Book and Magazine Wholesaling	Cultural	Literature and print media	Wholly in-scope.
3739	Other Goods Wholesaling nec	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Included for musical instrument and recorded media wholesaling.
3800	Commission-Based Wholesaling	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Included for its role in reselling cultural and creative goods.
4242	Entertainment Media Retailing	Cultural	Other culture goods manufacturing and sales	Wholly in-scope.
4244	Newspaper and Book Retailing	Cultural	Literature and print media	Wholly in-scope.
4251	Clothing Retailing	Creative	Fashion	Wholly in-scope.
4252	Footwear Retailing	Creative	Fashion	Wholly in-scope.
4253	Watch and Jewellery Retailing	Both	Visual arts and crafts	Partially in-scope. Watch retailing is out-of-scope.
4259	Other Personal Accessory Retailing	Creative	Fashion	Partially in-scope. Briefcase and luggage retailing are out-of-scope.
4273	Antique and Used Goods Retailing	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Coin and stamp dealing are out-of-scope.
4279	Other Store-Based Retailing nec	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Included for retail art gallery operation and musical instrument retailing.
4310	Non-Store Retailing	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Included for direct selling of books.
4320	Retail Commission-Based Buying and/or Selling	Cultural	Other culture goods manufacturing and sales	Partially in-scope. Included for selling and buying of books.
4520	Pubs, Taverns and Bars	Both	Performing arts	Partially in-scope. Included for the activity generated at venues during live entertainment performances.

## INFORMATION PAPER: CULTURAL AND CREATIVE ACTIVITY SATELLITE ACCOUNTS

Code	ANZSIC class name	Segment	Domain	Comments
4530	Clubs (Hospitality)	Both	Performing arts	Partially in-scope. Included for the activity generated at venues during live entertainment performances.
5411	Newspaper Publishing	Both	Literature and print media	Wholly in-scope.
5412	Magazine and Other Periodical Publishing	Both	Literature and print media	Partially in-scope. Racing forms publishing is out-of-scope.
5413	Book Publishing	Both	Literature and print media	Wholly in-scope.
5419	Other Publishing (except Software, Music and Internet)	Creative	Literature and print media	Partially in-scope. Calendar and diary publishing is out-of-scope.
5420	Software Publishing	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5511	Motion Picture and Video Production	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5512	Motion Picture and Video Distribution	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5513	Motion Picture Exhibition	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5514	Post-production Services and Other Motion Picture and Video Activities	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5521	Music Publishing	Both	Music composition and publishing	Wholly in-scope.
5522	Music and Other Sound Recording Activities	Both	Music composition and publishing	Wholly in-scope.
5610	Radio Broadcasting	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5621	Free-to-Air Television Broadcasting	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5622	Cable and Other Subscription Broadcasting	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
5700	Internet Publishing and Broadcasting	Both	Broadcasting, electronic or digital media, and film	Wholly in-scope.
6010	Libraries and Archives	Both	Libraries and archives	Wholly in-scope.
6632	Video and Other Electronic Media Rental and Hiring	Cultural	Broadcasting, electronic or digital media, and film	Wholly in-scope.
6639	Other Goods and Equipment Rental and Hiring nec	Both	Other culture goods manufacturing and sales	Partially in-scope. Included for art work, video recorder and sound equipment rental.
6921	Architectural Services	Both	Design	Wholly in-scope.
6924	Other Specialised Design Services	Both	Design	Wholly in-scope.
6940	Advertising Services	Both	Design	Wholly in-scope.
6962	Management Advice and Related Consulting Services	Cultural	Supporting activities	Partially in-scope. Included for artist / entertainer management services.
6991	Professional Photographic Services	Both	Visual arts and crafts	Wholly in-scope.
7000	Computer System Design and Related Services	Creative	Design	Wholly in-scope.
7211	Employment Placement and Recruitment Services	Cultural	Supporting activities	Partially in-scope. Included for casting agency operation.
7212	Labour Supply Services	Cultural	Supporting activities	Partially in-scope.
7299	Other Administrative Services nec	Cultural	Supporting activities	Partially in-scope. Included for cultural event management, arts promotion and theatre and concert booking services.
7510	Central Government Administration	Cultural	Supporting activities	Partially in-scope.
7520	State Government Administration	Cultural	Supporting activities	Partially in-scope.
7530	Local Government Administration	Cultural	Supporting activities	Partially in-scope.

## INFORMATION PAPER: CULTURAL AND CREATIVE ACTIVITY SATELLITE ACCOUNTS

Code	ANZSIC class name	Segment	Domain	Comments
8101	Technical and Vocational Education and Training	Cultural	Supporting activities	Partially in-scope.
8102	Higher Education	Cultural	Supporting activities	Partially in-scope.
8212	Arts Education	Cultural	Supporting activities	Wholly in-scope.
8910	Museum Operation	Both	Museums	Wholly in-scope.
8921	Zoological and Botanical Gardens Operation	Cultural	Environmental heritage	Wholly in-scope.
8922	Nature Reserves and Conservation Parks Operation	Cultural	Environmental heritage	Wholly in-scope.
9001	Performing Arts Operation	Both	Performing arts	Wholly in-scope.
9002	Creative Artists, Musicians, Writers and Performers	Both	Performing arts	Wholly in-scope.
9003	Performing Arts Venue Operation	Both	Performing arts	Wholly in-scope.
9499	Other Repair and Maintenance nec	Cultural	Supporting activities	Partially in-scope. Included for jewellery and musical instrument repair.
9551	Business and Professional Association Services	Cultural	Supporting activities	Partially in-scope.
9552	Labour Association Services	Cultural	Supporting activities	Partially in-scope.
9559	Other Interest Group Services nec	Cultural	Supporting activities	Partially in-scope.

# INFORMATION PAPER: CULTURAL AND CREATIVE ACTIVITY SATELLITE ACCOUNTS

## APPENDIX 2. ANZSCO (REV1.1) OCCUPATIONS

Code	Occupation name	Segment
131100	Advertising, Public Relations and Sales Managers nfd	Both
131113	Advertising Manager	Both
131114	Public Relations Manager	Both
139911	Arts Administrator or Manager	Both
139912	Environmental Manager	Cultural
142112	Antique Dealer	Cultural
149912	Cinema or Theatre Manager	Cultural
210000	Arts and Media Professionals nfd	Both
211000	Arts Professionals nfd	Both
211100	Actors, Dancers and Other Entertainers nfd	Both
211111	Actor	Both
211112	Dancer or Choreographer	Both
211113	Entertainer or Variety Artist	Both
211199	Actors, Dancers and Other Entertainers nec	Both
211200	Music Professionals nfd	Both
211211	Composer	Both
211212	Music Director	Both
211213	Musician (Instrumental)	Both
211214	Singer	Both
211299	Music Professionals nec	Both
211311	Photographer	Both
211400	Visual Arts and Crafts Professionals nfd	Both
211411	Painter (Visual Arts)	Both
211412	Potter or Ceramic Artist	Both
211413	Sculptor	Both
211499	Visual Arts and Crafts Professionals nec	Both
212000	Media Professionals nfd	Both
212100	Artistic Directors, and Media Producers and Presenters nfd	Both
212111	Artistic Director	Both
212112	Media Producer (excluding Video)	Both
212113	Radio Presenter	Both
212114	Television Presenter	Both
212200	Authors, and Book and Script Editors nfd	Both
212211	Author	Both
212212	Book or Script Editor	Both
212300	Film, Television, Radio and Stage Directors nfd	Both
212311	Art Director (Film, Television or Stage)	Both
212312	Director (Film, Television, Radio or Stage)	Both
212313	Director of Photography	Both

Code	Occupation name	Segment
212314	Film and Video Editor	Both
212315	Program Director (Television or Radio)	Both
212316	Stage Manager	Both
212317	Technical Director	Both
212318	Video Producer	Both
212399	Film, Television, Radio and Stage Directors nec	Both
212400	Journalists and Other Writers nfd	Both
212411	Copywriter	Both
212412	Newspaper or Periodical Editor	Both
212413	Print Journalist	Both
212414	Radio Journalist	Both
212415	Technical Writer	Both
212416	Television Journalist	Both
212499	Journalists and Other Writers nec	Both
224200	Archivists, Curators and Records Managers nfd	Both
224211	Archivist	Both
224212	Gallery or Museum Curator	Both
224611	Librarian	Both
225100	Advertising and Marketing Professionals nfd	Both
225111	Advertising Specialist	Both
225113	Marketing Specialist	Both
225311	Public Relations Professional	Both
232000	Architects, Designers, Planners and Surveyors nfd	Creative
232100	Architects and Landscape Architects nfd	Both
232111	Architect	Both
232112	Landscape Architect	Both
232300	Fashion, Industrial and Jewellery Designers nfd	Both
232311	Fashion Designer	Both
232312	Industrial Designer	Both
232313	Jewellery Designer	Both
232400	Graphic and Web Designers, and Illustrators nfd	Both
232411	Graphic Designer	Both
232412	Illustrator	Both
232413	Multimedia Designer	Both
232414	Web Designer	Both
232511	Interior Designer	Both
232611	Urban and Regional Planner	Both
233916	Naval Architect	Creative
234314	Park Ranger	Cultural
234911	Conservator	Both

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Code	Occupation name	Segment
249211	Art Teacher (Private Tuition)	Cultural
249212	Dance Teacher (Private Tuition)	Cultural
249213	Drama Teacher (Private Tuition)	Cultural
249214	Music Teacher (Private Tuition)	Cultural
261100	ICT Business and Systems Analysts nfd	Creative
261111	ICT Business Analyst	Creative
261112	Systems Analyst	Creative
261200	Multimedia Specialists and Web Developers nfd	Both
261211	Multimedia Specialist	Both
261212	Web Developer	Both
261300	Software and Applications Programmers nfd	Creative
261311	Analyst Programmer	Creative
261312	Developer Programmer	Creative
261399	Software and Applications Programmers nec	Creative
272411	Historian	Cultural
272611	Community Arts Worker	Cultural
312111	Architectural Draftsperson	Cultural
361114	Zookeeper	Cultural
392000	Printing Trades Workers nfd	Cultural
392100	Print Finishers and Screen Printers nfd	Cultural
392111	Print Finisher	Cultural
392112	Screen Printer	Cultural
392211	Graphic Pre-press Trades Worker	Cultural
392300	Printers nfd	Cultural
392311	Printing Machinist	Cultural
392312	Small Offset Printer	Cultural
394212	Picture Framer	Cultural
399300	Gallery, Library and Museum Technicians nfd	Cultural
399311	Gallery or Museum Technician	Cultural
399312	Library Technician	Cultural
399411	Jeweller	Both
399500	Performing Arts Technicians nfd	Cultural
399511	Broadcast Transmitter Operator	Cultural
399512	Camera Operator (Film, Television or Video)	Cultural
399513	Light Technician	Cultural
399514	Make Up Artist	Both
399515	Musical Instrument Maker or Repairer	Cultural
399516	Sound Technician	Cultural
399517	Television Equipment Operator	Cultural
399599	Performing Arts Technicians nec	Cultural
399611	Signwriter	Cultural
399915	Photographer's Assistant	Cultural
451400	Gallery, Museum and Tour Guides nfd	Cultural
451411	Gallery or Museum Guide	Cultural
561911	Classified Advertising Clerk	Cultural

Code	Occupation name	Segment
599711	Library Assistant	Cultural
599912	Production Assistant (Film, Television, Radio or Stage)	Both
599913	Proof Reader	Cultural
639511	Visual Merchandiser	Cultural
711912	Motion Picture Projectionist	Cultural
899500	Printing Assistants and Table Workers nfd	Cultural
899511	Printer's Assistant	Cultural
899512	Printing Table Worker	Cultural

## GLOSSARY

<b>Assets</b>	Assets are a store of value over which ownership rights are enforced by institutional units, individually or collectively, and from which economic benefits may be derived by their owners by holding them, or using them, over a period of time (the economic benefits consist of primary incomes derived from the use of the asset and the value, including possible holding gains/losses, that could be realised by disposing of the asset or terminating it).
<b>Compensation of employees</b>	Compensation of employees is the total remuneration, in cash or in kind, payable by an enterprise to an employee in return for work done by the employee during the accounting period. It is further classified into two sub-components: wages and salaries; and employers' social contributions. Compensation of employees is not payable in respect of unpaid work undertaken voluntarily, including the work done by members of a household within an unincorporated enterprise owned by the same household. Compensation of employees excludes any taxes payable by the employer on the wage and salary bill (e.g. payroll tax).
<b>Economically significant prices</b>	Economically significant prices are prices which have a significant influence on both the amounts producers are willing to supply and the amounts purchasers wish to buy.
<b>Employers' social contributions</b>	Employers' social contributions are payments by employers which are intended to secure for their employees the entitlement to social benefits should certain events occur, or certain circumstances exist, that may adversely affect their employees' income or welfare—namely work-related accidents and retirement.
<b>Gross domestic product</b>	Gross domestic product is the total market value of goods and services produced in Australia within a given period after deducting the cost of goods and services used up in the process of production, but before deducting allowances for the consumption of fixed capital. Thus gross domestic product, as here defined, is 'at market prices'. It is equivalent to gross national expenditure plus exports of goods and services less imports of goods and services.
<b>Gross value added</b>	Gross value added is defined as the value of output at basic prices minus the value of intermediate consumption at purchasers' prices. The term is used to describe gross product by industry and by sector. Basic prices valuation of output removes the distortion caused by variations in the incidence of commodity taxes and subsidies across the output of individual industries.
<b>Industry</b>	An industry consists of a group of establishments engaged in the same, or similar kinds, of activity.
<b>Input-output tables</b>	Input and output tables are a means of presenting a detailed analysis of the process of production and the use of goods and services (products) and the income generated in the production process; they can be either in the form of (a) supply and use tables or (b) symmetric input and output tables.
<b>Liability</b>	A liability is an obligation which requires one unit (the debtor) to make a payment or a series of payments to the other unit (the creditor) in certain circumstances specified in a contract between them.
<b>Market output</b>	Output that is sold at prices that are economically significant or otherwise disposed of on the market, or intended for sale or disposal on the market.

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<b>Non-market output</b>	Goods and services produced by any institutional unit that are supplied free or at prices that are not economically significant.
<b>Non market output of market producers</b>	Is an imputation to measure the output of non-profit institutions engaged in market production that is not measured when output is valued through sales. It is calculated as the difference between output for market units when calculated by the prescribed valuation method for non-market units of cost summation, and output as calculated by the prescribed method for market units of valuation by sales. Where output on a cost valuation basis exceeds output on a sales valuation basis, the difference is taken to be the non-market output of market producers. Where output on a sales basis exceeds output on a cost basis, non-market output of market producers is assumed to equal zero.
<b>Non-profit institutions</b>	Non-profit institutions are legal or social entities created for the purpose of producing goods or services whose status does not permit them to be a source of income, profit or other financial gain for the units that establish, control or finance them.
<b>Output</b>	Output consists of those goods and services that are produced within an establishment that become available for use outside that establishment, plus any goods and services produced for own final use.
<b>Production</b>	An activity carried out under the responsibility, control and management of an institutional unit that uses inputs of labour, capital and goods and services to produce output of goods and services.
<b>Production boundary</b>	The national accounts production boundary includes: <ul style="list-style-type: none"><li>▪ the production of all individual or collective goods and services that are supplied to units other than the producers, or intended to be supplied, including the production of goods and services used up in the process of producing such goods and services;</li><li>▪ the own-account production of all goods that are retained by their producers for their own final consumption or gross capital formation; and</li><li>▪ the own-account production of housing services by owner-occupiers.</li></ul>
<b>Research and development</b>	Research and development (R&D) is creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and to enable this stock of knowledge to be used to devise new applications. It is included in intellectual property products as a produced fixed asset.
<b>Volunteers</b>	Volunteers are people who willingly give unpaid help, in the form of time, service or skills, to an organisation or group. Included in this category are the volunteer component of boards of management, fundraising committee members and auxiliary members.
<b>Wages and salaries</b>	Wages and salaries payable in cash include the value of any social contributions, income taxes, etc., payable by the employee even if they are actually withheld by the employer for administrative convenience or other reasons, and paid directly to social insurance schemes, tax authorities, etc., on behalf of the employee. Wages and salaries may be paid as remuneration in kind instead of, or in addition to, remuneration in cash. Separation, termination and redundancy payments are also included in wages and salaries.

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POST Client Services, ABS, GPO Box 796, Sydney NSW 2001

FAX 1300 135 211

EMAIL [client.services@abs.gov.au](mailto:client.services@abs.gov.au)

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