



AUSTRALIAN NATIONAL ACCOUNTS: CULTURAL AND CREATIVE ACTIVITY SATELLITE ACCOUNTS, EXPERIMENTAL

AUSTRALIA

EMBARGO: 11.30AM (CANBERRA TIME) MON 10 FEB 2014

KEY FIGURES

	2008-09
Gross Domestic Product - National Accounts Basis (\$m)^(a)	
Cultural activity	50,050
Creative activity	78,332
Total for cultural and creative activity ^(b)	85,956
Share of Gross Domestic Product - National Accounts Basis (%)^(a)	
Cultural activity	4.0%
Creative activity	6.3%
Total for cultural and creative activity ^(b)	6.9%
Gross Domestic Product - Satellite Accounts Basis (\$m)^(a)	
Cultural activity	50,861
Creative activity	79,148
Total for cultural and creative activity ^(b)	86,779

(a) National accounts basis only includes activity measured in Australia's national accounts. Satellite accounts basis also includes volunteer services and non-market output of market producers.

(b) Activity included in both cultural activity and creative activity is counted only once in the total.

KEY POINTS

CULTURAL AND CREATIVE ACTIVITY

- Cultural and creative activity is estimated to have contributed \$86.0 billion (6.9%) to Australia's Gross Domestic Product (GDP) on a national accounts basis in 2008-09.
- On a satellite accounts basis, cultural and creative activity is estimated to have contributed \$86.8 billion to GDP in 2008-09.
- Volunteer services to arts and heritage organisations are estimated to have contributed \$756 million to GDP on a satellite accounts basis in 2008-09.
- It is estimated there was an average of 972,200 people during 2008-09 whose main employment was in a cultural or creative industry or occupation.
- At the end of June 2009, there were 164,730 entities actively trading as a business or non-profit institution within the cultural and creative industries.

INTERNATIONAL COMPARISONS

- Cultural and creative activity is measured in the Australian satellite accounts using a different coverage to the estimates published for other nations. When allowances are made for the key coverage differences, the shares of the Australian economy in cultural activity and creative activity are very similar to their shares in other nations.

INQUIRIES

For further information about these and related statistics, contact the National Information and Referral Service on 1300 135 070.

NOTES

ABOUT THIS PUBLICATION	<p>This publication presents experimental measures of the economic contribution of cultural and creative activity in Australia, within the context of a satellite account linked to the Australian System of National Accounts.</p> <p>The publication was developed in response to strong user interest and was informed by public consultation as described in the ABS' <i>Discussion Paper: Cultural and Creative Activity Satellite Accounts</i> (cat. no. 5271.0.55.001) and <i>Information Paper: Cultural and Creative Activity Satellite Accounts</i> (cat. no. 5271.0.55.002).</p> <p>The publication was made possible with investment funding by the federal and state and territory governments through the Cultural Ministers' Statistics Working Group. 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.</p> <p>Feedback and inquiries are welcome and will assist the ABS with the future planning of this work, including the potential to apply the satellite accounts' methods to other areas of stakeholder interest. The ABS also welcomes opportunities to collaborate with organisations undertaking similar work for other nations, and to collaborate towards the development of international standards. Feedback and inquiries may be made to the Assistant Director, National Centre for Culture and Recreation Statistics, at nccrs@abs.gov.au.</p>
CHANGES IN THIS ISSUE	<p>This is the first issue of this publication.</p>
REVISIONS IN THIS ISSUE	<p>Not applicable.</p>
DATA VALUES AND ROUNDING	<p>All monetary values, unless otherwise indicated, are shown in Australian dollars rounded to the nearest million. Where figures have been rounded, discrepancies may occur between the sums of the component items and totals. Where used, the term 'billion' means 'thousand million' in line with Australian standards.</p> <p>Counts of entities in the section 'Analysis of Results' refer to counts classified by employment size, which may differ to counts classified by turnover size where the data has been confidentialised.</p>
QUALITY OF ESTIMATES	<p>While as much care as possible has been taken to ensure the quality of the estimates in the satellite accounts, users should exercise some caution in the use and interpretation of the results. In order to produce estimates at a finer level of detail than is normally provided in the national accounts, some of the data used to produce the satellite accounts have been extended to the limits of their design capabilities. Assumptions underlying the estimates also have an effect on the estimates' quality.</p>

Ian Ewing
Acting Australian Statistician

ABBREVIATIONS

'000	thousand
\$b	billion (thousand million) dollars
\$m	million dollars
ABS	Australian Bureau of Statistics
ACLIC	Australian Culture and Leisure Classifications
ANZSCO	Australian and New Zealand Standard Classification of Occupations
ANZSIC	Australian and New Zealand Standard Industrial Classification
FISIM	financial intermediation services indirectly measured
GDP	gross domestic product
GMI	gross mixed income
GOS	gross operating surplus
GVA	gross value added
IOIG	Input-Output Industry Group
IOPC	Input-Output Product Classification
IOPG	Input-Output Product Group
nec	not elsewhere classified
nfd	not further defined
no.	number
NPIs	non-profit institutions
UNESCO	United Nations Educational, Scientific and Cultural Organization

PREFACE

ABOUT THIS RELEASE

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.

This publication presents the first experimental satellite accounts measuring the economic contribution of cultural and creative activity in Australia. The satellite accounts provide information to assist stakeholders to fully understand these segments of the economy and develop and monitor their industry plans and policies.

The satellite accounts complement the range of other statistics produced by the ABS which highlight the important role of cultural and creative activities in the wellbeing and quality of life of the Australian community.

The satellite accounts measure the economic contribution of cultural and creative activity in four components:

1. activity in the industries which form supply chains for cultural and creative goods and services (the industries are listed in appendix 1);
2. activity in other industries performed by workers in cultural and creative occupations (the occupations are listed in appendix 2);
3. volunteer services to arts and heritage organisations; and
4. non-market output of market producers in the cultural and/or creative industries - this captures the value of goods and services supplied by non-profit institutions for free, or at prices that are not economically significant, because the production is supported by charitable contributions and other transfers.

The first and second components of the satellite accounts can be compared with Australian national accounts aggregates, such as Gross Domestic Product, as these activities fall within the national accounts production boundary and are measured on a consistent basis. These components are described as being on a 'national accounts basis'.

The third and fourth components of the satellite accounts are an extension beyond the national accounts production boundary and are therefore not directly comparable with national accounts aggregates. These extensions provide a more complete picture of the value of cultural and creative activity to society than is evident in the estimates on a national accounts basis. These extensions are also made in the ABS' *Non-Profit Institutions Satellite Account* (cat. no. 5256.0), which is based on the United Nations' *Handbook on Non-Profit Institutions in the System of National Accounts*. The estimates including these components are described as being on a 'satellite accounts basis'.

PREFACE *continued*

ABOUT THIS RELEASE

continued

The scope of activities included in the satellite accounts and the methods of measuring them have been informed by:

- consultations with government, industry 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) and the European Commission;
- cultural and creative satellite accounts and similar works published by government agencies of other nations (e.g. Canada, Finland, Spain, the United Kingdom and the United States of America); and
- the academic literature underpinning much of the international work in this field.

Since some stakeholders are primarily interested in 'cultural', while others focus on the emerging concept of 'creative', the publication presents separate accounts for each segment. The separate accounts are presented after the combined account for cultural and creative activity, which takes into account the overlaps between 'cultural' and 'creative' so they are not double counted.

Feedback and inquiries on the satellite accounts are welcome to:

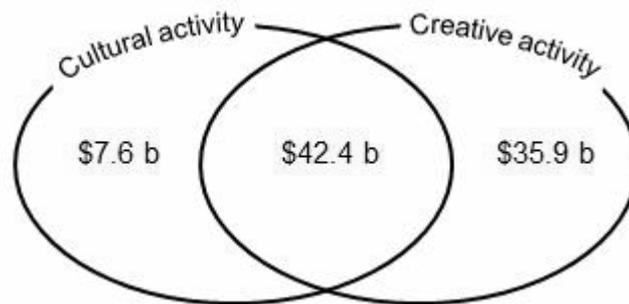
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ANALYSIS OF RESULTS

KEY RESULTS

In 2008-09, cultural and creative activity is estimated to have contributed \$86.0 billion (6.9%) to Australia's Gross Domestic Product (GDP) on a national accounts basis. The figure below shows how this was distributed between cultural activity and creative activity, including the value of the overlap between these two segments of the economy. Appendix 1 lists the industries covered by the accounts and the domains (groups of related activities) they are classified to in the summary tables of this publication. Appendix 2 lists the occupations covered by the accounts.

CULTURAL AND CREATIVE ACTIVITY GDP - NATIONAL ACCOUNTS BASIS, 2008-09



Cultural activity is estimated to have contributed \$50.1 billion (4.0%) to GDP in 2008-09, while creative activity contributed \$78.3 billion (6.3%). The industries and occupations common to these two segments accounted for \$42.4 billion (3.4%) - this common activity is counted only once in the combined account for cultural and creative activity.

The different results for cultural activity and creative activity are mainly due to the creative segment containing the Computer System Design and Related Services industry, and the manufacturing, wholesaling and retailing industries for clothing and footwear products.

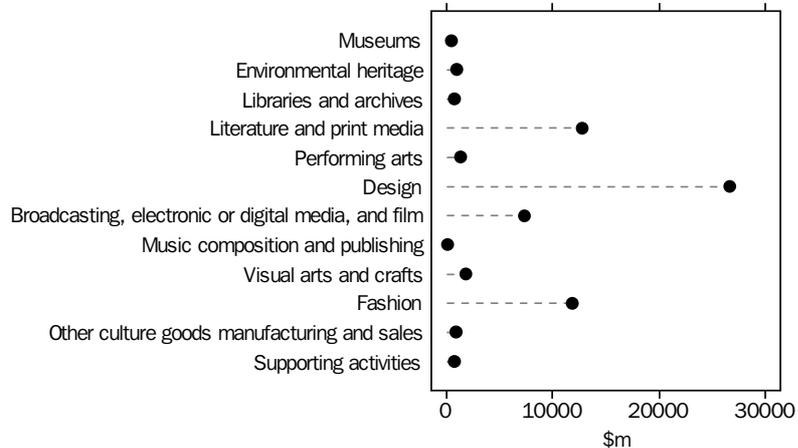
When the values of volunteer services and non-market output of market producers are included, cultural and creative activity is estimated to have contributed \$86.8 billion to GDP in 2008-09 on a satellite account basis. Cultural activity contributed \$50.9 billion to GDP on a satellite account basis, while creative activity contributed \$79.1 billion. These results are not reported as a percentage of GDP because volunteer services and non-market output are excluded from the normal national accounts production boundary.

ANALYSIS OF RESULTS *continued*

COMPONENTS OF CULTURAL AND CREATIVE ACTIVITY

Gross Value Added (GVA) for the cultural and creative industries is estimated to be \$65.8 billion in 2008-09. The largest contributors to GVA were the domains of Design (\$26.6 billion), Literature and print media (\$12.8 billion) and Fashion (\$11.8 billion).

CULTURAL AND CREATIVE INDUSTRIES, GVA by domain—2008-09



Net taxes on products attributable to cultural and creative industries are estimated to be \$5.0 billion in 2008-09.

Outside the cultural and creative industries, the Compensation of Employees received by people working in cultural and creative occupations is estimated to be \$15.2 billion in 2008-09. The largest contributing industries were Public Administration and Safety (\$2.4 billion), Financial and Insurance Services (\$2.1 billion), and Education and Training (\$1.7 billion).

The value of volunteer services to arts and heritage organisations is estimated to be \$756 million in 2008-09.

Non-market output of market producers in the cultural and creative industries is estimated to be \$68 million in 2008-09.

There was an average of 972,200 people during 2008-09 whose main employment was in a cultural or creative industry or occupation. Of this total:

- 265,200 were in cultural or creative occupations within the cultural and creative industries;
- 505,000 were in other occupations within the cultural and creative industries; and
- 202,000 were in cultural or creative occupations in other industries.

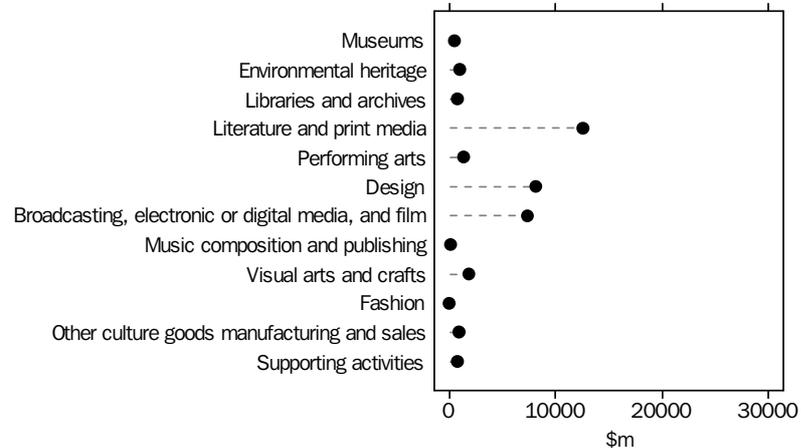
At the end of June 2009, there were 164,730 entities actively trading as a business or non-profit institution within the cultural and creative industries. This was 4,311 (2.6%) lower than at the end of June 2008. Between these two periods, there were 24,631 entries, 28,487 exits and a -455 net movement of surviving entities to other industries.

ANALYSIS OF RESULTS *continued*

COMPONENTS OF CULTURAL ACTIVITY

GVA for the cultural industries is estimated to be \$35.2 billion in 2008-09. The largest contributors to GVA were the domains of Literature and print media (\$12.5 billion), Design (\$8.2 billion) and Broadcasting, electronic or digital media, and film (\$7.3 billion).

CULTURAL INDUSTRIES, GVA by domain—2008-09



Net taxes on products attributable to cultural industries are estimated to be \$2.3 billion in 2008-09.

Outside the cultural industries, the Compensation of Employees received by people working in cultural occupations is estimated to be \$12.5 billion in 2008-09. The largest contributing industries were Public Administration and Safety (\$1.8 billion), Professional, Scientific and Technical Services (\$1.8 billion), and Education and Training (\$1.5 billion).

The value of volunteer services to arts and heritage organisations is estimated to be \$756 million in 2008-09.

Non-market output of market producers in the cultural industries is estimated to be \$55 million in 2008-09.

There was an average of 653,600 people during 2008-09 whose main employment was in a cultural industry or occupation. Of this total:

- 219,200 were in cultural occupations within the cultural industries;
- 255,400 were in other occupations within the cultural industries; and
- 179,000 were in cultural occupations in other industries.

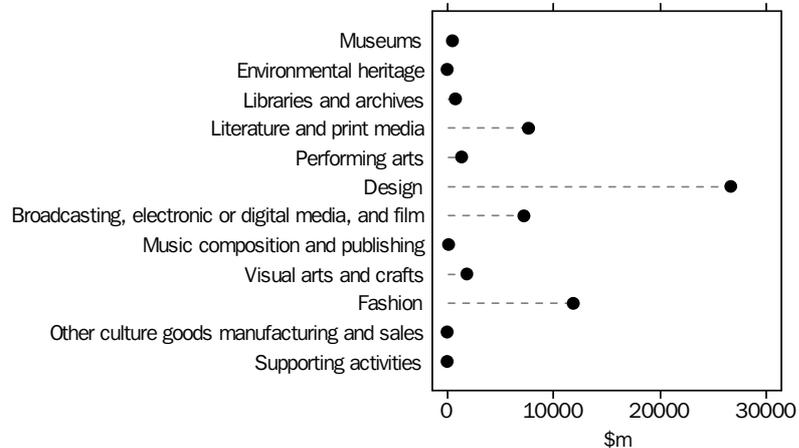
At the end of June 2009, there were 98,656 entities actively trading as a business or non-profit institution within the cultural industries. This was 3,395 (3.3%) lower than at the end of June 2008. Between these two periods, there were 13,940 entries, 16,847 exits and a -488 net movement of surviving entities to other industries.

ANALYSIS OF RESULTS *continued*

COMPONENTS OF CREATIVE ACTIVITY

GVA for the creative industries is estimated to be \$57.9 billion in 2008-09. The largest contributors to GVA were the domains of Design (\$26.6 billion), Fashion (\$11.8 billion) and Literature and print media (\$7.6 billion).

CREATIVE INDUSTRIES, GVA by domain—2008-09



Net taxes on products attributable to creative industries are estimated to be \$7.6 billion in 2008-09.

Outside the creative industries, the Compensation of Employees received by people working in creative occupations is estimated to be \$12.9 billion in 2008-09. The largest contributing industries were Financial and Insurance Services (\$2.0 billion), Public Administration and Safety (\$1.9 billion), and Manufacturing (\$1.2 billion).

The value of volunteer services to arts and heritage organisations is estimated to be \$756 million in 2008-09.

Non-market output of market producers in the creative industries is estimated to be \$60 million in 2008-09.

There was an average of 769,800 people during 2008-09 whose main employment was in a creative industry or occupation. Of this total:

- 177,400 were in creative occupations within the creative industries;
- 430,200 were in other occupations within the creative industries; and
- 162,200 were in creative occupations in other industries.

At the end of June 2009, there were 145,287 entities actively trading as a business or non-profit institution within the creative industries. This was 3,330 (2.2%) lower than at the end of June 2008. Between these two periods, there were 22,616 entries, 25,591 exits and a -355 net movement of surviving entities to other industries.

ANALYSIS OF RESULTS *continued*

INDUSTRY COMPARISONS

Activity in the cultural and creative industries contributed an estimated \$65.8 billion (or 5.6%) to Australia's GVA in 2008-09. To put this into context, this contribution was similar to the GVA contribution of Health Care and Social Assistance (\$68.0 billion or 5.8%).

INDUSTRY CONTRIBUTION TO GVA—2008-09

<i>ANZSIC Division</i>	GVA (\$m)	% of Aus GVA
Agriculture, Forestry and Fishing	29 043	2.5
Mining	114 382	9.8
Manufacturing	109 117	9.3
Electricity, Gas, Water and Waste Services	27 154	2.3
Construction	89 641	7.7
Wholesale Trade	53 132	4.5
Retail Trade	57 064	4.9
Accommodation and Food Services	28 254	2.4
Transport, Postal and Warehousing	62 744	5.4
Information Media and Telecommunications	39 545	3.4
Financial and Insurance Services	121 272	10.4
Rental, Hiring and Real Estate Services	119 194	10.2
Professional, Scientific and Technical Services	74 344	6.4
Administrative and Support Services	29 010	2.5
Public Administration and Safety	60 608	5.2
Education and Training	53 286	4.6
Health Care and Social Assistance	68 012	5.8
Arts and Recreation Services	10 448	0.9
Other Services	22 625	1.9
Total	1 168 875	100.0

Source: *Australian National Accounts: Input-Output Tables, 2008-09* (cat. no. 5209.0.55.001)

ANALYSIS OF RESULTS *continued*

INTERNATIONAL COMPARISONS

Cultural and creative satellite accounts and similar works published for other nations have used a variety of statistical definitions and measurement approaches. On a national accounts basis, the shares of Australian GDP estimated for cultural and creative activity in 2008-09 are higher than in the estimates published for Canada, Finland, Spain, the United Kingdom and the United States of America. This mainly reflects scope and coverage differences:

- estimates for other nations cover either culture or creative activity whereas the Australian accounts encompass both;
- the Australian accounts for 'creative' include the fashion industry (including clothing and footwear manufacturing, wholesale trade and retail trade) and part of the information technology industries (Computer Systems Design and Related Services); and
- the Australian accounts include activity in non-cultural and creative industries that is performed by workers in cultural and creative occupations.

To give an indication of the impact of these differences, when the activity of cultural occupations in non-cultural industries is excluded from the cultural activity account, cultural activity as a share of Australian GDP drops from 4.0% to 3.0% on a national accounts basis, which is similar to or below the estimates for Canada, Finland, Spain and the United States of America. If we exclude from the creative activity account the estimates for creative occupations in non-creative industries, as well as the contributions of the fashion and information technology industries, creative activity as a share of Australian GDP drops from 6.3% to 2.8% on a national accounts basis, which is slightly below the estimate for the United Kingdom.

The development of international standards, such as those which exist for other types of satellite accounts, would help to increase the level of international comparability in the future. The ABS welcomes opportunities to collaborate towards this objective.

SATELLITE ACCOUNT SHARE OF GVA OR GDP

	Segment	Share	Reference period
Canada(a)	Culture	3.8% of GDP	2003
Finland(b)	Culture	3.1% to 3.7% of GVA	1995-2005
Spain(c)	Culture	2.8% to 3.2% of GDP	2000-2009
United Kingdom(d)	Creative	2.89% of GVA	2009
United States of America(e)	Culture	3.2% to 3.7% of GDP	1998-2011

- (a) Statistics Canada (2007), *Economic Contribution of the Culture Sector to Canada's Provinces*
- (b) Ministry of Education (2009), *Culture Satellite Account: Final report of pilot project*
- (c) Ministry of Culture (2011), *Satellite Account on Culture in Spain: Advance of 2000-2009 results*
- (d) Department for Culture, Media and Sport (2011), *Creative Industries Economic Estimates: Full Statistical Release*
- (e) U.S. Bureau of Economic Analysis (2013), *Arts and Cultural Production Satellite Account*

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1

CULTURAL AND CREATIVE ACTIVITY SHARE OF GROSS DOMESTIC PRODUCT - 2008—09

2008—09

Gross value added of cultural and creative industries (\$m)	65 772
plus Net taxes on products of cultural and creative industries (\$m)	4 967
plus Compensation of Employees for cultural and creative occupations in other industries (\$m)	15 217
equals Cultural and creative activity GDP—national accounts basis (\$m)	85 956
Cultural and creative activity GDP—national accounts basis (\$m)	85 956
plus Volunteer services to arts/heritage organisations (\$m)(a)	756
plus Non-market output of market producers in cultural and creative industries (\$m)	68
equals Cultural and creative activity GDP—satellite account basis (\$m)	86 779
Cultural and creative activity GDP—national accounts basis share of GDP (%)	6.9

(a) Refer to paragraph 28 of the Explanatory Notes for information about coverage.

2

CULTURAL AND CREATIVE ACTIVITY BY DOMAIN - 2008—09

	NATIONAL ACCOUNTS BASIS					SATELLITE ACCOUNTS BASIS
	Output	Compensation of Employees	Gross Operating Surplus and Gross Mixed Income	Taxes less subsidies on production	Gross Value Added	Non-market output of market producers
	\$m	\$m	\$m	\$m	\$m	\$m
Museums	1 145	337	238	-23	503	—
Environmental heritage	2 194	421	604	-42	983	—
Libraries and archives	1 303	442	283	14	739	—
Literature and print media	22 971	6 361	6 158	250	12 770	19
Performing arts	3 140	692	663	-59	1 346	7
Design	55 027	19 194	6 662	791	26 647	27
Broadcasting, electronic or digital media, and film	18 235	3 659	3 503	179	7 341	13
Music composition and publishing	323	73	28	4	105	np
Visual arts and crafts	3 834	1 227	537	58	1 823	—
Fashion	20 164	6 627	4 887	329	11 843	np
Other culture goods manufacturing and sales	2 540	508	350	36	893	1
Supporting activities	1 057	666	105	9	779	—
Total	131 932	40 207	24 019	1 545	65 772	68

— nil or rounded to zero (including null cells)

np not available for publication but included in totals where applicable, unless otherwise indicated

<i>ANZSIC division</i>		<i>Cultural and creative occupations in non-cultural and creative industries</i>	<i>Contribution to total</i>
		<i>\$m</i>	<i>%</i>
A	Agriculture, Forestry and Fishing	35	0.2
B	Mining	239	1.6
C	Manufacturing	1 510	9.9
D	Electricity, Gas, Water and Waste Services	247	1.6
E	Construction	513	3.4
F	Wholesale Trade	1 110	7.3
G	Retail Trade	693	4.6
H	Accommodation and Food Services	236	1.5
I	Transport, Postal and Warehousing	393	2.6
J	Information Media and Telecommunications	544	3.6
K	Financial and Insurance Services	2 067	13.6
L	Rental, Hiring and Real Estate Services	325	2.1
M	Professional, Scientific and Technical Services	1 184	7.8
N	Administrative and Support Services	816	5.4
O	Public Administration and Safety	2 396	15.7
P	Education and Training	1 730	11.4
Q	Health Care and Social Assistance	484	3.2
R	Arts and Recreation Services	194	1.3
S	Other Services	502	3.3
Total		15 217	100.0

		CULTURAL AND CREATIVE INDUSTRIES		<i>Cultural and creative occupations in other industries</i>	<i>Total</i>
<i>ANZSIC division</i>		<i>Cultural and creative occupations</i>	<i>Other occupations</i>		
		'000	'000	'000	'000
A	Agriculture, Forestry and Fishing	—	—	0.9	0.9
B	Mining	—	—	1.6	1.6
C	Manufacturing	32.1	57.7	23.6	113.5
D	Electricity, Gas, Water and Waste Services	—	—	2.8	2.8
E	Construction	—	—	9.9	9.9
F	Wholesale Trade	2.2	19.8	9.8	31.8
G	Retail Trade	5.4	173.8	14.5	193.7
H	Accommodation and Food Services	—	—	5.1	5.1
I	Transport, Postal and Warehousing	—	—	5.1	5.1
J	Information Media and Telecommunications	60.6	51.7	7.1	119.4
K	Financial and Insurance Services	—	—	17.0	17.0
L	Rental, Hiring and Real Estate Services	0.2	13.3	3.9	17.4
M	Professional, Scientific and Technical Services	108.2	150.5	20.1	278.8
N	Administrative and Support Services	—	—	6.6	6.6
O	Public Administration and Safety	—	—	29.7	29.7
P	Education and Training	17.8	5.7	26.9	50.4
Q	Health Care and Social Assistance	—	—	6.9	6.9
R	Arts and Recreation Services	38.6	32.6	3.3	74.5
S	Other Services	—	—	7.2	7.2
	Total	265.2	505.0	202.0	972.2

— nil or rounded to zero (including null cells)

	Museums	Environmental heritage	Libraries and archives	Literature and print media	Performing arts	Design	Broadcasting, electronic or digital media, and film
	no.	no.	no.	no.	no.	no.	no.
Operating at start of financial year							
<i>Employment size</i>							
Non employing	313	294	159	6 841	13 178	43 507	6 615
1–19	191	162	89	9 072	2 892	36 134	4 203
20–199	19	60	19	1 413	361	1 937	739
200+	—	6	—	76	20	150	97
<i>Turnover size</i>							
Zero to less than \$50k	249	221	113	3 754	8 446	26 481	4 121
\$50k to less than \$200k	158	127	82	3 948	5 769	30 506	3 997
\$200k to less than \$2m	98	125	50	7 878	2 013	21 618	2 945
\$2m or more	18	49	22	1 822	223	3 123	591
Entries							
<i>Employment size</i>							
Non employing	26	20	10	864	2 165	8 601	1 134
1–19	6	5	4	840	308	4 014	515
20–199	3	4	—	42	21	75	39
200+	3	3	3	3	3	6	9
<i>Turnover size</i>							
Zero to less than \$50k	21	11	6	595	1 536	5 824	712
\$50k to less than \$200k	9	8	8	418	811	3 960	687
\$200k to less than \$2m	5	7	3	676	132	2 780	229
\$2m or more	3	4	—	60	16	132	69
Exits							
<i>Employment size</i>							
Non employing	45	43	21	1 484	2 787	10 514	1 486
1–19	14	13	8	803	287	3 296	422
20–199	3	9	6	75	41	99	39
200+	—	—	—	7	—	27	6
<i>Turnover size</i>							
Zero to less than \$50k	43	33	18	1 080	2 204	7 984	1 097
\$50k to less than \$200k	13	20	4	513	757	4 041	616
\$200k to less than \$2m	5	9	10	682	136	1 722	207
\$2m or more	3	3	3	94	18	189	33
Net movement of surviving entities							
<i>Employment size</i>							
Non employing	29	27	–3	389	–222	1 386	178
1–19	–15	–12	16	–463	–92	–1 617	–124
20–199	21	–4	2	–98	–57	101	52
200+	—	17	–3	–14	14	16	15
<i>Turnover size</i>							
Zero to less than \$50k	35	–14	–3	290	–88	1 240	86
\$50k to less than \$200k	–8	21	6	–100	–308	–1 516	–33
\$200k to less than \$2m	5	11	6	–313	50	–97	47
\$2m or more	4	12	3	–66	–11	256	18
Operating at end of financial year							
<i>Employment size</i>							
Non employing	323	298	145	6 610	12 334	42 980	6 441
1–19	168	142	101	8 646	2 821	35 235	4 172
20–199	40	51	15	1 282	284	2 014	791
200+	3	26	—	58	37	145	115
<i>Turnover size</i>							
Zero to less than \$50k	262	185	98	3 559	7 690	25 561	3 822
\$50k to less than \$200k	146	136	92	3 753	5 515	28 909	4 035
\$200k to less than \$2m	103	134	49	7 559	2 059	22 579	3 014
\$2m or more	22	62	22	1 722	210	3 322	645

— nil or rounded to zero (including null cells)

(a) Totals for employment size and turnover size may differ where the components are confidentialised

	<i>Music composition and publishing</i>	<i>Visual arts and crafts</i>	<i>Fashion</i>	<i>Other culture goods manufacturing and sales</i>	<i>Supporting activities</i>	<i>Total</i>
	no.	no.	no.	no.	no.	no.
Operating at start of financial year						
<i>Employment size</i>						
Non employing	958	7 337	10 271	667	1 705	91 845
1–19	446	4 343	11 453	719	792	70 496
20–199	30	219	1 248	63	75	6 183
200+	—	21	134	9	4	517
<i>Turnover size</i>						
Zero to less than \$50k	590	4 187	5 871	390	984	55 407
\$50k to less than \$200k	553	4 077	6 438	313	1 084	57 052
\$200k to less than \$2m	246	3 225	9 067	659	490	48 414
\$2m or more	45	431	1 730	96	18	8 168
Entries						
<i>Employment size</i>						
Non employing	201	1 337	1 987	93	262	16 700
1–19	54	403	1 346	69	90	7 654
20–199	—	6	33	3	3	229
200+	—	—	18	—	—	48
<i>Turnover size</i>						
Zero to less than \$50k	144	1 000	1 318	57	210	11 434
\$50k to less than \$200k	102	490	973	39	69	7 574
\$200k to less than \$2m	6	235	1 038	66	74	5 251
\$2m or more	3	21	54	3	—	365
Exits						
<i>Employment size</i>						
Non employing	246	1 599	2 594	156	352	21 327
1–19	45	423	1 263	75	70	6 719
20–199	3	12	84	18	9	398
200+	—	—	3	—	—	43
<i>Turnover size</i>						
Zero to less than \$50k	177	1 212	1 930	135	268	16 181
\$50k to less than \$200k	96	480	1 131	39	117	7 827
\$200k to less than \$2m	18	327	805	57	46	4 024
\$2m or more	3	15	78	18	—	457
Net movement of surviving entities						
<i>Employment size</i>						
Non employing	16	77	366	–9	–33	2 201
1–19	–10	–137	–364	–38	46	–2 810
20–199	12	21	44	3	15	112
200+	—	–6	—	3	—	42
<i>Turnover size</i>						
Zero to less than \$50k	37	16	308	24	–23	1 908
\$50k to less than \$200k	–50	–178	27	–3	20	–2 122
\$200k to less than \$2m	36	89	–242	–71	27	–452
\$2m or more	–3	27	–42	9	6	213
Operating at end of financial year						
<i>Employment size</i>						
Non employing	929	7 152	10 030	595	1 582	89 419
1–19	445	4 186	11 172	675	858	68 621
20–199	39	234	1 241	51	84	6 126
200+	—	15	149	12	4	564
<i>Turnover size</i>						
Zero to less than \$50k	594	3 991	5 567	336	903	52 568
\$50k to less than \$200k	509	3 909	6 307	310	1 056	54 677
\$200k to less than \$2m	270	3 222	9 058	597	545	49 189
\$2m or more	42	464	1 664	90	24	8 289

— nil or rounded to zero (including null cells)

(a) Totals for employment size and turnover size may differ where the components are confidentialised

CULTURAL ACTIVITY SHARE OF GROSS DOMESTIC PRODUCT - 2008—09

2008—09

Gross value added of cultural industries (\$m)	35 223
plus Net taxes on products of cultural industries (\$m)	2 349
plus Compensation of Employees for cultural occupations in other industries (\$m)	12 479
equals Cultural activity GDP—national accounts basis (\$m)	50 050
Cultural activity GDP—national accounts basis (\$m)	50 050
plus Volunteer services to arts/heritage organisations (\$m)(a)	756
plus Non-market output of market producers in cultural industries (\$m)	55
equals Cultural activity GDP—satellite account basis (\$m)	50 861
Cultural activity GDP—national accounts basis share of GDP (%)	4.0

(a) Refer to paragraph 28 of the Explanatory Notes for information about coverage.

CULTURAL ACTIVITY BY DOMAIN - 2008—09

	NATIONAL ACCOUNTS BASIS					SATELLITE ACCOUNTS BASIS
	Output	Compensation of Employees	Gross Operating Surplus and Gross Mixed Income	Taxes less subsidies on production	Gross Value Added	Non-market output of market producers
	\$m	\$m	\$m	\$m	\$m	\$m
Museums	1 145	337	238	-23	503	—
Environmental heritage	2 194	421	604	-42	983	—
Libraries and archives	1 303	442	283	14	739	—
Literature and print media	22 547	6 206	6 087	246	12 539	19
Performing arts	3 140	692	663	-59	1 346	7
Design	22 471	5 866	1 998	307	8 171	15
Broadcasting, electronic or digital media, and film	18 235	3 659	3 503	179	7 341	14
Music composition and publishing	323	73	28	4	105	np
Visual arts and crafts	3 834	1 227	537	58	1 823	—
Fashion	—	—	—	—	—	np
Other culture goods manufacturing and sales	2 540	508	350	36	893	1
Supporting activities	1 057	666	105	9	779	—
Total	78 788	20 098	14 396	728	35 223	55

— nil or rounded to zero (including null cells)

np not available for publication but included in totals where applicable, unless otherwise indicated

<i>ANZSIC division</i>		<i>Cultural occupations in non-cultural industries</i>	<i>Contribution to total</i>
		<i>\$m</i>	<i>%</i>
A	Agriculture, Forestry and Fishing	29	0.2
B	Mining	163	1.3
C	Manufacturing	1 378	11.0
D	Electricity, Gas, Water and Waste Services	140	1.1
E	Construction	433	3.5
F	Wholesale Trade	1 004	8.0
G	Retail Trade	697	5.6
H	Accommodation and Food Services	223	1.8
I	Transport, Postal and Warehousing	226	1.8
J	Information Media and Telecommunications	333	2.7
K	Financial and Insurance Services	840	6.7
L	Rental, Hiring and Real Estate Services	287	2.3
M	Professional, Scientific and Technical Services	1 787	14.3
N	Administrative and Support Services	616	4.9
O	Public Administration and Safety	1 809	14.5
P	Education and Training	1 549	12.4
Q	Health Care and Social Assistance	405	3.2
R	Arts and Recreation Services	152	1.2
S	Other Services	409	3.3
Total		12 479	100.0

CULTURAL ACTIVITY, PERSONS EMPLOYED (MAIN JOB) BY INDUSTRY - 2008—09

ANZSIC division	CULTURAL INDUSTRIES		Cultural occupations in other industries	Total
	Cultural occupations	Other occupations		
	'000	'000	'000	'000
A	—	—	0.8	0.8
B	—	—	1.1	1.1
C	26.7	29.8	25.0	81.5
D	—	—	1.6	1.6
E	—	—	8.9	8.9
F	0.7	6.3	9.2	16.2
G	3.2	67.2	14.5	84.9
H	—	—	4.9	4.9
I	—	—	3.3	3.3
J	59.8	52.2	4.5	116.5
K	—	—	7.0	7.0
L	0.2	13.3	3.5	17.0
M	72.2	48.2	26.1	146.5
N	—	—	5.3	5.3
O	—	—	23.4	23.4
P	17.8	5.7	24.8	48.3
Q	—	—	5.8	5.8
R	38.5	32.7	2.9	74.1
S	—	—	6.6	6.6
Total	219.2	255.4	179.0	653.6

— nil or rounded to zero (including null cells)

	Museums	Environmental heritage	Libraries and archives	Literature and print media	Performing arts	Design	Broadcasting, electronic or digital media, and film
	no.	no.	no.	no.	no.	no.	no.
Operating at start of financial year							
<i>Employment size</i>							
Non employing	313	294	159	6 418	13 178	22 323	6 615
1–19	191	162	89	8 705	2 892	15 317	4 203
20–199	19	60	19	1 359	361	988	739
200+	—	6	—	73	20	63	97
<i>Turnover size</i>							
Zero to less than \$50k	249	221	113	3 481	8 446	12 377	4 121
\$50k to less than \$200k	158	127	82	3 717	5 769	14 537	3 997
\$200k to less than \$2m	98	125	50	7 568	2 013	10 082	2 945
\$2m or more	18	49	22	1 789	223	1 695	591
Entries							
<i>Employment size</i>							
Non employing	26	20	10	786	2 165	3 943	1 134
1–19	6	5	4	810	308	1 512	515
20–199	3	4	—	42	21	39	39
200+	3	3	3	3	3	3	9
<i>Turnover size</i>							
Zero to less than \$50k	21	11	6	523	1 536	2 672	712
\$50k to less than \$200k	9	8	8	406	811	1 678	687
\$200k to less than \$2m	5	7	3	655	132	1 072	229
\$2m or more	3	4	—	57	16	75	69
Exits							
<i>Employment size</i>							
Non employing	45	43	21	1 385	2 787	5 031	1 486
1–19	14	13	8	776	287	1 278	422
20–199	3	9	6	75	41	39	39
200+	—	—	—	7	—	18	6
<i>Turnover size</i>							
Zero to less than \$50k	43	33	18	1 014	2 204	3 696	1 097
\$50k to less than \$200k	13	20	4	477	757	1 842	616
\$200k to less than \$2m	5	9	10	658	136	732	207
\$2m or more	3	3	3	94	18	96	33
Net movement of surviving entities							
<i>Employment size</i>							
Non employing	29	27	-3	428	-222	535	178
1–19	-15	-12	16	-454	-92	-655	-124
20–199	21	-4	2	-101	-57	-39	52
200+	—	17	-3	-14	14	13	15
<i>Turnover size</i>							
Zero to less than \$50k	35	-14	-3	338	-88	526	86
\$50k to less than \$200k	-8	21	6	-97	-308	-614	-33
\$200k to less than \$2m	5	11	6	-316	50	-62	47
\$2m or more	4	12	3	-69	-11	1	18
Operating at end of financial year							
<i>Employment size</i>							
Non employing	323	298	145	6 247	12 334	21 770	6 441
1–19	168	142	101	8 285	2 821	14 896	4 172
20–199	40	51	15	1 225	284	949	791
200+	3	26	—	55	37	61	115
<i>Turnover size</i>							
Zero to less than \$50k	262	185	98	3 328	7 690	11 879	3 822
\$50k to less than \$200k	146	136	92	3 549	5 515	13 759	4 035
\$200k to less than \$2m	103	134	49	7 249	2 059	10 360	3 014
\$2m or more	22	62	22	1 683	210	1 675	645

— nil or rounded to zero (including null cells)

(a) Totals for employment size and turnover size may differ where the components are confidentialised

	<i>Music composition and publishing</i>	<i>Visual arts and crafts</i>	<i>Fashion</i>	<i>Other culture goods manufacturing and sales</i>	<i>Supporting activities</i>	<i>Total</i>
	no.	no.	no.	no.	no.	no.
Operating at start of financial year						
<i>Employment size</i>						
Non employing	958	7 337	—	667	1 705	59 967
1–19	446	4 343	—	719	792	37 859
20–199	30	219	—	63	75	3 932
200+	—	21	—	9	4	293
<i>Turnover size</i>						
Zero to less than \$50k	590	4 187	—	390	984	35 159
\$50k to less than \$200k	553	4 077	—	313	1 084	34 414
\$200k to less than \$2m	246	3 225	—	659	490	27 501
\$2m or more	45	431	—	96	18	4 977
Entries						
<i>Employment size</i>						
Non employing	201	1 337	—	93	262	9 977
1–19	54	403	—	69	90	3 776
20–199	—	6	—	3	3	160
200+	—	—	—	—	—	27
<i>Turnover size</i>						
Zero to less than \$50k	144	1 000	—	57	210	6 892
\$50k to less than \$200k	102	490	—	39	69	4 307
\$200k to less than \$2m	6	235	—	66	74	2 484
\$2m or more	3	21	—	3	—	251
Exits						
<i>Employment size</i>						
Non employing	246	1 599	—	156	352	13 151
1–19	45	423	—	75	70	3 411
20–199	3	12	—	18	9	254
200+	—	—	—	—	—	31
<i>Turnover size</i>						
Zero to less than \$50k	177	1 212	—	135	268	9 897
\$50k to less than \$200k	96	480	—	39	117	4 461
\$200k to less than \$2m	18	327	—	57	46	2 205
\$2m or more	3	15	—	18	—	286
Net movement of surviving entities						
<i>Employment size</i>						
Non employing	16	77	—	–9	–33	1 023
1–19	–10	–137	—	–38	46	–1 475
20–199	12	21	—	3	15	–75
200+	—	–6	—	3	—	39
<i>Turnover size</i>						
Zero to less than \$50k	37	16	—	24	–23	934
\$50k to less than \$200k	–50	–178	—	–3	20	–1 244
\$200k to less than \$2m	36	89	—	–71	27	–178
\$2m or more	–3	27	—	9	6	–3
Operating at end of financial year						
<i>Employment size</i>						
Non employing	929	7 152	—	595	1 582	57 816
1–19	445	4 186	—	675	858	36 749
20–199	39	234	—	51	84	3 763
200+	—	15	—	12	4	328
<i>Turnover size</i>						
Zero to less than \$50k	594	3 991	—	336	903	33 088
\$50k to less than \$200k	509	3 909	—	310	1 056	33 016
\$200k to less than \$2m	270	3 222	—	597	545	27 602
\$2m or more	42	464	—	90	24	4 939

— nil or rounded to zero (including null cells)

(a) Totals for employment size and turnover size may differ where the components are confidentialised

2008—09

Gross value added of creative industries (\$m)	57 871
plus Net taxes on products of creative industries (\$m)	7 582
plus Compensation of Employees for creative occupations in other industries (\$m)	12 878
equals Creative activity GDP—national accounts basis (\$m)	78 332
Creative activity GDP—national accounts basis (\$m)	78 332
plus Volunteer services to arts/heritage organisations (\$m)(a)	756
plus Non-market output of market producers in creative industries (\$m)	60
equals Creative activity GDP—satellite account basis (\$m)	79 148
Creative activity GDP—national accounts basis share of GDP (%)	6.3

(a) Refer to paragraph 28 of the Explanatory Notes for information about coverage.

	NATIONAL ACCOUNTS BASIS					SATELLITE ACCOUNTS BASIS
	Output	Compensation of Employees	Gross Operating Surplus and Gross Mixed Income	Taxes less subsidies on production	Gross Value Added	Non-market output of market producers
	\$m	\$m	\$m	\$m	\$m	\$m
Museums	1 145	337	238	-23	503	—
Environmental heritage	—	—	—	—	—	—
Libraries and archives	1 303	442	283	14	739	—
Literature and print media	12 202	2 930	4 601	115	7 646	12
Performing arts	3 140	692	663	-59	1 346	7
Design	55 027	19 194	6 662	791	26 647	27
Broadcasting, electronic or digital media, and film	17 702	3 455	3 591	175	7 220	13
Music composition and publishing	323	73	28	4	105	np
Visual arts and crafts	3 834	1 227	537	58	1 823	—
Fashion	20 164	6 627	4 887	329	11 843	np
Other culture goods manufacturing and sales	—	—	—	—	—	—
Supporting activities	—	—	—	—	—	—
Total	114 839	34 977	21 490	1 404	57 871	60

— nil or rounded to zero (including null cells)

np not available for publication but included in totals where applicable,
unless otherwise indicated

<i>ANZSIC division</i>		<i>Creative occupations in non-creative industries</i>	<i>Contribution to total</i>
		<i>\$m</i>	<i>%</i>
A	Agriculture, Forestry and Fishing	27	0.2
B	Mining	204	1.6
C	Manufacturing	1 232	9.6
D	Electricity, Gas, Water and Waste Services	210	1.6
E	Construction	363	2.8
F	Wholesale Trade	1 008	7.8
G	Retail Trade	587	4.6
H	Accommodation and Food Services	216	1.7
I	Transport, Postal and Warehousing	358	2.8
J	Information Media and Telecommunications	527	4.1
K	Financial and Insurance Services	2 044	15.9
L	Rental, Hiring and Real Estate Services	234	1.8
M	Professional, Scientific and Technical Services	1 077	8.4
N	Administrative and Support Services	718	5.6
O	Public Administration and Safety	1 947	15.1
P	Education and Training	1 080	8.4
Q	Health Care and Social Assistance	420	3.3
R	Arts and Recreation Services	188	1.5
S	Other Services	439	3.4
Total		12 878	100.0

ANZSIC division	CREATIVE INDUSTRIES		Creative occupations in other industries	Total
	Creative occupations	Other occupations		
	'000	'000	'000	'000
A	—	—	0.7	0.7
B	—	—	1.4	1.4
C	5.9	32.0	18.7	56.6
D	—	—	2.4	2.4
E	—	—	6.6	6.6
F	1.7	16.6	9.1	27.4
G	3.6	127.3	10.6	141.5
H	—	—	4.6	4.6
I	—	—	4.4	4.4
J	42.4	70.0	6.8	119.1
K	—	—	16.7	16.7
L	—	—	3.0	3.0
M	94.3	164.4	18.1	276.7
N	—	—	5.4	5.4
O	—	—	23.4	23.4
P	—	—	15.3	15.3
Q	—	—	5.7	5.7
R	29.5	19.9	3.5	52.9
S	—	—	5.7	5.7
Total	177.4	430.2	162.2	769.8

— nil or rounded to zero (including null cells)

	Museums	Environmental heritage	Libraries and archives	Literature and print media	Performing arts	Design	Broadcasting, electronic or digital media, and film
	no.	no.	no.	no.	no.	no.	no.
Operating at start of financial year							
<i>Employment size</i>							
Non employing	313	—	159	1 888	13 178	43 507	5 739
1–19	191	—	89	1 609	2 892	36 134	3 107
20–199	19	—	19	257	361	1 937	454
200+	—	—	—	37	20	150	97
<i>Turnover size</i>							
Zero to less than \$50k	249	—	113	1 186	8 446	26 481	3 646
\$50k to less than \$200k	158	—	82	963	5 769	30 506	3 214
\$200k to less than \$2m	98	—	50	1 358	2 013	21 618	2 033
\$2m or more	18	—	22	284	223	3 123	504
Entries							
<i>Employment size</i>							
Non employing	26	—	10	319	2 165	8 601	1 046
1–19	6	—	4	172	308	4 014	392
20–199	3	—	—	9	21	75	36
200+	3	—	3	—	3	6	9
<i>Turnover size</i>							
Zero to less than \$50k	21	—	6	208	1 536	5 824	663
\$50k to less than \$200k	9	—	8	135	811	3 960	573
\$200k to less than \$2m	5	—	3	127	132	2 780	178
\$2m or more	3	—	—	30	16	132	69
Exits							
<i>Employment size</i>							
Non employing	45	—	21	383	2 787	10 514	1 315
1–19	14	—	8	143	287	3 296	272
20–199	3	—	6	15	41	99	30
200+	—	—	—	7	—	27	6
<i>Turnover size</i>							
Zero to less than \$50k	43	—	18	288	2 204	7 984	959
\$50k to less than \$200k	13	—	4	138	757	4 041	481
\$200k to less than \$2m	5	—	10	91	136	1 722	153
\$2m or more	3	—	3	31	18	189	30
Net movement of surviving entities							
<i>Employment size</i>							
Non employing	29	—	-3	79	-222	1 386	124
1–19	-15	—	16	-77	-92	-1 617	-120
20–199	21	—	2	-27	-57	101	67
200+	—	—	-3	-8	14	16	12
<i>Turnover size</i>							
Zero to less than \$50k	35	—	-3	58	-88	1 240	35
\$50k to less than \$200k	-8	—	6	39	-308	-1 516	-25
\$200k to less than \$2m	5	—	6	-132	50	-97	49
\$2m or more	4	—	3	1	-11	256	21
Operating at end of financial year							
<i>Employment size</i>							
Non employing	323	—	145	1 903	12 334	42 980	5 594
1–19	168	—	101	1 561	2 821	35 235	3 107
20–199	40	—	15	224	284	2 014	527
200+	3	—	—	22	37	145	112
<i>Turnover size</i>							
Zero to less than \$50k	262	—	98	1 164	7 690	25 561	3 385
\$50k to less than \$200k	146	—	92	999	5 515	28 909	3 281
\$200k to less than \$2m	103	—	49	1 262	2 059	22 579	2 107
\$2m or more	22	—	22	284	210	3 322	564

— nil or rounded to zero (including null cells)

(a) Totals for employment size and turnover size may differ where the components are confidentialised

	<i>Music composition and publishing</i>	<i>Visual arts and crafts</i>	<i>Fashion</i>	<i>Other culture goods manufacturing and sales</i>	<i>Supporting activities</i>	<i>Total</i>
	no.	no.	no.	no.	no.	no.
Operating at start of financial year						
<i>Employment size</i>						
Non employing	958	7 337	10 271	—	—	83 350
1–19	446	4 343	11 453	—	—	60 264
20–199	30	219	1 248	—	—	4 544
200+	—	21	134	—	—	459
<i>Turnover size</i>						
Zero to less than \$50k	590	4 187	5 871	—	—	50 769
\$50k to less than \$200k	553	4 077	6 438	—	—	51 760
\$200k to less than \$2m	246	3 225	9 067	—	—	39 708
\$2m or more	45	431	1 730	—	—	6 380
Entries						
<i>Employment size</i>						
Non employing	201	1 337	1 987	—	—	15 692
1–19	54	403	1 346	—	—	6 699
20–199	—	6	33	—	—	183
200+	—	—	18	—	—	42
<i>Turnover size</i>						
Zero to less than \$50k	144	1 000	1 318	—	—	10 720
\$50k to less than \$200k	102	490	973	—	—	7 061
\$200k to less than \$2m	6	235	1 038	—	—	4 504
\$2m or more	3	21	54	—	—	328
Exits						
<i>Employment size</i>						
Non employing	246	1 599	2 594	—	—	19 504
1–19	45	423	1 263	—	—	5 751
20–199	3	12	84	—	—	293
200+	—	—	3	—	—	43
<i>Turnover size</i>						
Zero to less than \$50k	177	1 212	1 930	—	—	14 815
\$50k to less than \$200k	96	480	1 131	—	—	7 141
\$200k to less than \$2m	18	327	805	—	—	3 267
\$2m or more	3	15	78	—	—	370
Net movement of surviving entities						
<i>Employment size</i>						
Non employing	16	77	366	—	—	1 852
1–19	-10	-137	-364	—	—	-2 416
20–199	12	21	44	—	—	184
200+	—	-6	—	—	—	25
<i>Turnover size</i>						
Zero to less than \$50k	37	16	308	—	—	1 638
\$50k to less than \$200k	-50	-178	27	—	—	-2 013
\$200k to less than \$2m	36	89	-242	—	—	-236
\$2m or more	-3	27	-42	—	—	256
Operating at end of financial year						
<i>Employment size</i>						
Non employing	929	7 152	10 030	—	—	81 390
1–19	445	4 186	11 172	—	—	58 796
20–199	39	234	1 241	—	—	4 618
200+	—	15	149	—	—	483
<i>Turnover size</i>						
Zero to less than \$50k	594	3 991	5 567	—	—	48 312
\$50k to less than \$200k	509	3 909	6 307	—	—	49 667
\$200k to less than \$2m	270	3 222	9 058	—	—	40 709
\$2m or more	42	464	1 664	—	—	6 594

— nil or rounded to zero (including null cells)

(a) Totals for employment size and turnover size may differ where the components are confidentialised

	<i>Number of volunteers</i>	<i>Annual hours volunteered</i>	<i>Imputed value of volunteer services</i>
	'000	'000	\$m
Arts/heritage organisations	231	30 100	756

EXPLANATORY NOTES

INTRODUCTION

1 The national accounts are a comprehensive set of economic data which are fully consistent and complete within the boundary of the economic activities they cover. Gross Domestic Product (GDP) is perhaps the most recognisable and important economic statistic from the core national accounts. Satellite accounts allow an expansion of the national accounts for selected areas of interest while maintaining the concepts and structures of the core accounts.

2 Cultural and creative activity is implicitly included in the core national accounts but not reported separately from the aggregates it is embedded in. The cultural and creative activity satellite accounts draw out the economic contribution of this activity from the core accounts, as well as measure certain activities that are outside the national accounts production boundary in order to provide a more complete picture of the value of this activity to society.

3 The satellite accounts' key monetary measures are complemented by the inclusion of physical measures of the number of persons employed and the number of active trading entities. The range of measures included in the satellite accounts could potentially be expanded further in the future if investment funds become available. Future investment priorities are described in the ABS' *Discussion Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.001) and *Information Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.002).

SCOPE AND COVERAGE

4 'Cultural' is generally used to describe activities which communicate symbolic meaning (e.g. beliefs, values, traditions), require human creativity as an input, and potentially contain intellectual property, whereas 'creative' generally refers to activities for which human creativity is a particularly significant input.¹ These terms are often used to describe activities connected with the arts, media, heritage, design, fashion and information technology.

5 An activity can be both 'cultural' and 'creative', and indeed, the terms are often used in overlapping ways in government, industry and academic circles. While some stakeholders are primarily interested in 'cultural', others focus on the emerging concept of 'creative', and in order to best meet these needs the publication presents separate accounts for both segments. The separate accounts are presented after the combined account covering both cultural and creative activity, which takes into account the overlaps between 'cultural' and 'creative' so they are not double counted.

6 Satellite accounts for cultural and creative activity are a relatively recent initiative on the international stage that reflects the growing interest in these types of activities and their importance to community wellbeing and quality of life. International standards for these accounts have not yet been established and a variety of statistical definitions are in use in Australia and overseas. The variety of definitions are a result of the subjective judgement needed to decide precisely what constitutes 'cultural' and 'creative', as well as the differences in international statistical classifications that exist. These definitions share substantial common ground and their differences tend to be at the margin.

¹ For example, see D. Throsby (2001), *Economics and Culture*, Cambridge University Press, p4; United Nations Conference on Trade and Development (2008), *Creative Economy Report 2008*, p10, <http://unctad.org/en/Docs/ditc20082cer_en.pdf>; and European Commission (2012), *ESSnet-Culture: European Statistical System Network on Culture - Final Report*, p42, <<http://ec.europa.eu/culture/our-policy-development/documents/ess-net-report-oct2012.pdf>>.

EXPLANATORY NOTES *continued*

SCOPE AND COVERAGE

continued

- 7** The concept of cultural and creative activities used for the Australian satellite accounts, and the methods of measuring them, have been informed by:
- consultations with government, industry and academic stakeholders in Australia for whom the satellite accounts must be meaningful²;
 - cultural statistics frameworks published by the United Nations Educational, Scientific and Cultural Organization (UNESCO)³ and the European Commission⁴;
 - cultural and creative satellite accounts and similar works published by government agencies of other nations (e.g. Canada⁵, Finland⁶, Spain⁷, the United Kingdom⁸ and the United States of America⁹); and
 - the academic literature underpinning much of the international work in this field.
- 8** The Australian satellite accounts measure the economic contribution of cultural and creative activity in four components:
- activity in the industries which form supply chains for cultural and creative goods and services (component 1);
 - activity in other industries performed by workers in cultural and creative occupations (component 2);
 - volunteer services to arts and heritage organisations (component 3); and
 - non-market output of market producers in the cultural and/or creative industries (component 4).
- 9** The first and second components of the satellite accounts can be compared with Australian national accounts aggregates, such as Gross Domestic Product, as these activities fall within the national accounts production boundary and are measured on a consistent basis. These components are described as being on a 'national accounts basis'.
- 10** The third and fourth components of the satellite accounts are an extension beyond the national accounts production boundary and are therefore not directly comparable with national accounts aggregates. These extensions provide a more complete picture of the value of cultural and creative activity to society than is evident in the estimates on a national accounts basis. These extensions are also made in the ABS' *Non-Profit Institutions Satellite Account* (cat. no. 5256.0), which is based on the United Nations' *Handbook on Non-Profit Institutions in the System of National Accounts*¹⁰. The estimates including these components are described as being on a 'satellite accounts basis'.

² See the ABS' *Discussion Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.001) and *Information Paper: Cultural and Creative Activity Satellite Accounts* (cat. no. 5271.0.55.002).

³ 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>>.

⁴ European Commission (2012).

⁵ Statistics Canada (2004), *Economic Contribution of Culture in Canada*, <<http://www.statcan.gc.ca/pub/81-595-m/81-595-m2004023-eng.pdf>> and Statistics Canada (2007), *Economic Contribution of the Culture Sector to Canada's Provinces* <<http://publications.gc.ca/Collection/Statcan/81-595-MIE/81-595-MIE2006037.pdf>>.

⁶ 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>>.

⁷ 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>.

⁸ 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>.

⁹ U.S. Bureau of Economic Analysis (2013), *Arts and Cultural Production Satellite Account*, <<http://www.bea.gov/newsreleases/general/acpsa/acpsa1213.pdf>>.

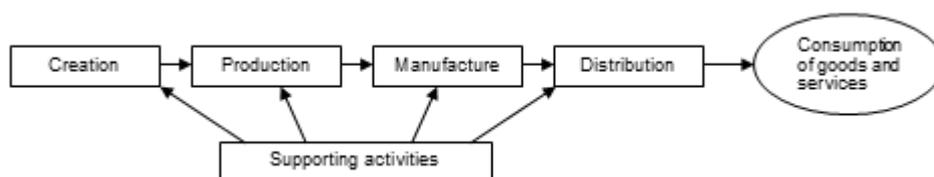
¹⁰ United Nations (2003), *Handbook on Non-Profit Institutions in the System of National Accounts*, <http://unstats.un.org/unsd/publication/seriesf/seriesf_91e.pdf>.

EXPLANATORY NOTES *continued*

Cultural and creative industries

11 Similar to the satellite accounts for other nations, the industry scope of the satellite accounts is based on a supply chain approach covering:

- Creation - industries which are the origin of cultural and creative ideas.
- Production - industries which turn the ideas into cultural and creative goods and services.
- Manufacture - industries which mass produce cultural and creative goods and services from a master copy.
- Distribution - industries which transfer cultural and creative goods and services to final consumers.
- Supporting activities - industries considered to have a significant direct supporting role to the cultural and creative activities in other parts of the industry supply chains (e.g. education and training that develops performance artists).



12 Industries have been included within the coverage of the satellite accounts based on their predominant industrial activities according to the 2006 edition of the *Australian and New Zealand Standard Industrial Classification (ANZSIC)* (cat. no. 1292.0). Industries were also identified with the aid of the 2008 edition of the *Australian Culture and Leisure Classifications (ACLC)* (cat. no. 4902.0) and industry employment 'intensities' calculated from 2011 Census of Population and Housing data.¹¹ Industry employment intensities are the proportion of total employment in an industry engaged in cultural and creative occupations. Appendix 1 contains a list of the industries which have been included within the coverage.

¹¹ Based on H. Bakhshi, A. Freeman and P. Higgs (2012), *A Dynamic Mapping of the UK's Creative Industries*, report for the Nesta Operating Company, <http://www.nesta.org.uk/library/documents/Dynamic_mappingV12.pdf>.

EXPLANATORY NOTES *continued*

Cultural and creative industries continued

13 Some industries identified as in-scope have significant amounts of activity that stakeholders do not view as cultural or creative and do not directly support such activity. An example of this is higher education (a supporting industry) that covers entities mainly engaged in undergraduate or postgraduate teaching, of which cultural and creative fields are only one part. In such cases, out-of-scope activities are removed from the satellite accounts through an apportioning process where possible, otherwise the industries are excluded to prevent the accounts being overstated. The industries excluded for this reason are listed below. The cultural and creative activity in these industries is, however, partly captured by the second component of the satellite accounts (cultural and creative occupations in other industries).

Code	ANZSIC class name
1320	Leather Tanning, Fur Dressing and Leather Product Manufacturing
2029	Other Ceramic Product Manufacturing
2599	Other Manufacturing n.e.c.
3020	Non-Residential Building Construction
3109	Other Heavy and Civil Engineering Construction
4273	Antique and Used Goods Retailing
4520	Pubs, Taverns and Bars
4530	Clubs (Hospitality)
6639	Other Goods and Equipment Rental and Hiring n.e.c.
6962	Management Advice and Related Consulting Services
7211	Employment Placement and Recruitment Services
7212	Labour Supply Services
7299	Other Administrative Services n.e.c.
7510	Central Government Administration
7520	State Government Administration
7530	Local Government Administration
8101	Technical and Vocational Education and Training
8102	Higher Education
9499	Other Repair and Maintenance n.e.c.
9551	Business and Professional Association Services
9552	Labour Association Services
9559	Other Interest Group Services n.e.c.

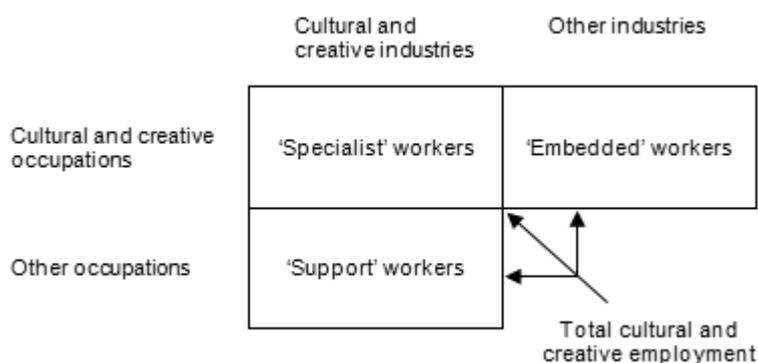
Cultural and creative occupations in other industries

14 Cultural and creative activity is also carried out by people employed in non-cultural and creative industries. An example is someone employed in the insurance industry to develop advertising content - the work activity they perform is considered cultural and creative in nature, even if the industry is not. To measure the size of activity in non-cultural and creative industries, a variety of academic studies¹², and the UNESCO and European Commission frameworks, propose using employment classified by both industry and occupation. Workers in the cultural or creative industries are said to be 'specialist' if they are employed in cultural or creative occupations and 'support' if employed in other occupations. Workers in cultural or creative occupations in other industries are said to be 'embedded'. It is the activity undertaken by embedded workers (including multiple job holders) that is captured in the second component of the satellite accounts. The activity of specialist and support workers is captured as part of the industries component.

¹² For example, 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>.

EXPLANATORY NOTES *continued*

Cultural and creative occupations in other industries continued



15 Occupations have been included within the coverage of the satellite accounts based on their skills according to edition 1.1 of the *Australian and New Zealand Standard Classification of Occupations (ANZSCO)* (cat. no. 1220.0). Occupations were identified with the aid of the ACLC and occupation employment intensities¹³ calculated from 2011 Census of Population and Housing data. Occupation employment intensities are the proportion of total employment in an ANZSCO occupation that is engaged in cultural and creative industries.

Volunteer services

16 Volunteer services measures the value of unpaid labour willingly given by people to help to an organisation or group in the cultural or creative industries. Volunteering is prevalent in cultural and creative industries 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. Although unpaid labour is excluded from the national accounts production boundary, it can be appropriate to include in the boundary of a satellite account. This is done as part of the ABS' Non-Profit Institutions Satellite Account, which is based on the United Nations' *Handbook on Non-profit Institutions in the System of National Accounts*. The Handbook recognises that as volunteer labour is critical to the output of non-profit institutions and their ability to produce a level and quality of service, it is important to capture and value this activity.

Non-market output of market producers

17 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. Non-market output is excluded from the national accounts production boundary 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 or other transfers that is not evident in sales revenue. The fourth component of the satellite accounts measures the value of this production by the non-profit institutions operating in the cultural and creative industries. Other types of production by these institutions are captured within the industries component of the satellite accounts.

¹³ Based on H. Bakhshi, A. Freeman and P. Higgs (2012).

EXPLANATORY NOTES *continued*

MEASUREMENT APPROACH AND DATA SOURCES

Industries

18 The monetary and physical measures presented in the satellite accounts have been estimated using approaches that maintain consistency with Australia's national accounts and the Non-Profit Institutions Satellite Accounts. The estimates may differ to statistics published from other sources because of differences in timing, scope, coverage and concepts.

19 Activity in the cultural and creative industries is estimated for Australia using a top down approach from the financial year aggregates published in the ABS' input-output tables¹⁴. The input-output tables provide information about the supply and use of products in the Australian economy, and the structure of, and inter relationships between, industries. The input-output tables are prepared in accordance with the international standards contained in the *System of National Accounts 2008*¹⁵.

20 Industry estimates in the input-output tables are presented by Input-Output Industry Groups (IOIGs), which are aggregations of ANZSIC classes. The satellite accounts split the estimates for IOIGs into smaller industry levels based on the product details tables published as part of the input-output suite. The product details tables contain the value of Australian production for the 1,284 product categories in the ABS' Input-Output Product Classification (IOPC). The product categories represent goods and services characteristic of an industry and can be mapped to the ANZSIC classes in which they are primarily produced.

21 To split IOIGs, the production value of products mapped to a cultural or creative ANZSIC class are divided by the total production of the broader IOIG in the products which are primary to it. This forms a benchmark share which is then used to apportion any production of the IOIG which is of a secondary nature. The resulting share of total output within the IOIG (calculated from both primary and secondary production) is then applied to other aggregate data of the IOIG, such as Gross Value Added, to derive estimates for the cultural and creative ANZSIC class.

22 Splits of the IOIGs for wholesale and retail trade are handled slightly differently since their production is mostly formed in input-output tables by the trade margins on the goods they purchase for resale. The trade margins for each product are mapped to ANZSIC classes in wholesale and retail trade, which are then used to calculate the benchmark shares, such as done for other industries. This mapping is also used to assign any secondary production within wholesale and retail trade (e.g. clothing produced within retail trade is assigned to the ANZSIC class for clothing retailing).

23 Using the production value of products to split IOIGs in this way requires a default assumption that all the products produced by an IOIG have an identical production function. This assumption is used in the ABS' *Tourism Satellite Accounts* (cat. no. 5249.0) and is likely to be more valid for some IOIGs than others. Where appropriate, adjustments are made to reduce errors resulting from this assumption, however caution should still be exercised in the use and interpretation of the estimates. Errors at fine industry levels are expected to tend to offset one another in the estimates at higher industry or domain levels.

¹⁴ *Australian National Accounts: Input-Output Tables* (cat. no. 5209.0.55.001) and *Australian National Accounts: Input-Output Tables (Product Details)* (cat. no. 5215.0.55.001).

¹⁵ European Commission, International Monetary Fund, Organisation for Economic Co-operation and Development, United Nations and World Bank (2009), *System of National Accounts, 2008*, <<http://unstats.un.org/unsd/nationalaccount/docs/SNA2008.pdf>>.

EXPLANATORY NOTES *continued*

Cultural and creative occupations in other industries

24 Cultural and creative activity undertaken outside of the cultural and creative industries is valued top-down from the ABS' input-output tables as a share of Compensation of Employees. Compensation of Employees 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).

25 Compensation of Employees is apportioned in the satellite accounts by estimating the share of total employee remuneration payable to people employed in cultural and creative occupations. Multiple jobholding is prevalent among cultural and creative occupations and consequently this estimate factors in main jobs and secondary jobs.

- For main jobs, employee remuneration is estimated by applying the satellite accounts' estimates of employment by occupation and industry to average earnings data from the ABS' 2008 Survey of Employee Earnings and Hours¹⁶.
- For secondary jobs, employee remuneration is estimated using the data on total earnings in secondary jobs by occupation and industry from the ABS' 2007 Survey of Employment Arrangements, Retirement and Superannuation. The data has been adjusted over time for wage inflation using the ABS' Wage Price Index, Australia (cat. no. 6345.0).

26 This component of the satellite accounts does not also include shares of Gross Operating Surplus and Gross Mixed Income, which in the input-output tables represent returns to the capital used by workers, as there are considerable conceptual and practical difficulties with identifying how the use of capital is spread within an industry across different types of workers.

Volunteer services

27 The value of volunteer services is estimated using the 'replacement cost' method used by the ABS' Non-Profit Institutions Satellite Account, based on the United Nations' Handbook. In this method, each hour of a volunteer's time is valued at what it would cost to replace with paid labour. Data on volunteers are sourced from the ABS' 2006 General Social Survey, which asks people about the type of organisations they volunteered with, the number of hours they worked unpaid and the types of work activities they performed.

28 The estimate in the cultural and creative activity satellite accounts is based on the hours volunteered with 'arts/heritage' organisations. This organisation type is the most suitable available from the General Social Survey data but is likely to understate the hours volunteered in cultural and creative industries, as well as volunteer work performed in other industries that is of a cultural and creative nature. The extent of the understatement is likely to differ for cultural activity and creative activity due to their different industry and occupation coverages.

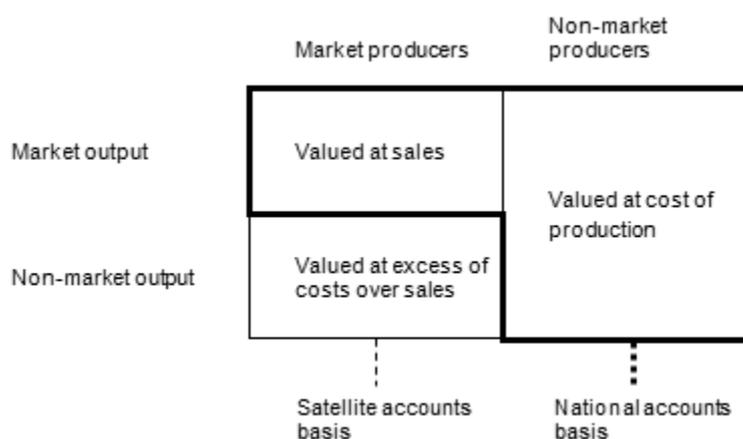
29 To produce the estimate of volunteer services used in the satellite accounts, the number of hours volunteered with the 'arts/heritage' organisation type in the 2006 General Social Survey have been adjusted for changes in the level of the Australian population over time. The number of hours volunteered are then multiplied by replacement wage rate assumptions based on data from the Survey of Employee Earnings and Hours. The replacement wage rate assumptions vary with the work activities the volunteers performed and the occupation categories to which these activities match.

¹⁶ Published in *Employee Earnings and Hours, Australia* (cat. no. 6306.0).

EXPLANATORY NOTES *continued*

Non-market output of market producers

30 Non-market output of market producers is compiled using Business Activity Statement data provided by the Australian Taxation Office, and is estimated consistently with the approach used in the ABS' Non-Profit Institutions Satellite Account. It is valued as the difference between the output of non-profit market units when calculated by cost summation (the standard national accounts valuation method for non-market units), and output calculated by sales value (the standard national accounts method for market units). 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.



Employment

31 The measures of employment presented in the satellite accounts are estimated top-down from the employment aggregates contained in the ABS' input output tables. IOIG employment aggregates are disaggregated to the ANZSIC subdivision level using data from *Labour Force, Australia, Detailed, Quarterly* (cat. no. 6291.0.55.003). These estimates are then disaggregated further using the workforce occupation structure of each ANZSIC class from the 2006 Census of Population and Housing.

Counts of entities

32 The counts of entities included in this publication are based on snapshots of actively trading businesses and non-profit institutions from the ABS Business Register. The counts of businesses are compiled on a consistent basis with the ABS' *Counts of Australian Businesses, including Entries and Exits* (cat. no. 8165.0), while the counts of non-profit institutions are compiled on a consistent basis with the ABS' Non-Profit Institutions Satellite Account. Entities which meet both the business definition and non-profit institution definition are counted only once.

33 During processing of the 2008-09 financial year data a subset of units were identified as having unusually high values for employment. In response, the ABS developed a more robust methodology to ensure all businesses were classified to an employment size range which reflected real world activity. This methodology has not been applied to the counts of non-profit institutions included in the counts of entities in this publication due to their negligible impact. For more information, refer to paragraph 57 of the Explanatory Notes of *Counts of Australian Businesses, including Entries and Exits, Jun 2008 to Jun 2012* (cat. no. 8165.0).

Tax data

34 Estimates included in this publication are based, in part, on tax data supplied by the Australian Taxation Office under the *Taxation Administration Act 1953* and Australian Business Register data supplied by the Registrar under *A New Tax System (Australian Business Number) Act 1999*. The *Taxation Administration Act 1953* requires that such data is only used for the purpose of administering the *Census and Statistics Act 1905* and

EXPLANATORY NOTES *continued*

Tax data *continued*

the *Australian Business Number Act 1999* requires that such data is only used for the purpose of carrying out functions of the ABS. Further information about the two Acts can be found at <www.comlaw.gov.au>. Information about the Australian Business Register can be obtained from the Australian Business Register website <www.abr.gov.au> or the Australian Taxation Office website <www.ato.gov.au/business>.

35 Legislative requirements to ensure privacy and secrecy of these data have been followed. Only people authorised under the *Australian Bureau of Statistics Act 1975* have been allowed to view data about any particular firm in conducting these analyses. Results have been confidentialised in accordance with the *Census and Statistics Act 1905*, to ensure that they are not likely to enable identification of a particular person or organisation.

CLASSIFICATIONS

36 Satellite account estimates are presented in this publication using several classifications.

- Estimates of industry contributions, non-market output of market producers, and counts of entities are all presented in terms of domains. Domains are the groups of related industries which stakeholders use to describe the structure of cultural and creative activity in a summarised form. Appendix 1 shows how the domains are comprised from the industries covered within the satellite accounts.
- Estimates of employment and Compensation of Employees are presented using the 2006 edition of the *Australian and New Zealand Standard Industrial Classification (ANZSIC)* (cat. no. 1292.0). These estimates are not presented using the domain classification because some of the cultural and creative occupations do not logically fit in one domain over another.
- Detailed estimates of supply and use by industry and product appear in table 17 of the datacube. This table is classified according to the 2009 edition of the Input-Output Industry Group (IOIG) and Input-Output Product Group (IOPG) classifications, which are contained within table 40 of *Australian National Accounts: Input-Output Tables* (cat. no. 5209.0.55.001).

QUALITY OF ESTIMATES

37 While as much care as possible has been taken to ensure the quality of the estimates in the satellite accounts, users should exercise some caution in the use and interpretation of the results. In order to produce estimates at a finer level of detail than is normally provided in the national accounts, some of the data used to produce the satellite accounts have been extended to the limits of their design capabilities. Assumptions underlying the estimates also have an effect on the estimates' quality.

APPENDIX 1 INDUSTRY COVERAGE AND CLASSIFICATION

ANZSIC (2006) INDUSTRY
CLASSES

The following table shows industries treated within the satellite accounts as cultural or creative industries. Industries included in both segments are labelled as such.

<i>Code</i>	<i>ANZSIC class name</i>	<i>Segment</i>	<i>Domain</i>
1351	Clothing Manufacturing	Creative	Fashion
1352	Footwear Manufacturing	Creative	Fashion
1611	Printing	Cultural	Literature and print media
1612	Printing Support Services	Creative	Literature and print media
1620	Reproduction of Recorded Media	Cultural	Other culture goods manufacturing and sales
2591	Jewellery and Silverware Manufacturing	Both	Visual arts and crafts
3712	Clothing and Footwear Wholesaling	Creative	Fashion
3732	Jewellery and Watch Wholesaling	Both	Visual arts and crafts
3735	Book and Magazine Wholesaling	Cultural	Literature and print media
4242	Entertainment Media Retailing	Cultural	Other culture goods manufacturing and sales
4244	Newspaper and Book Retailing	Cultural	Literature and print media
4251	Clothing Retailing	Creative	Fashion
4252	Footwear Retailing	Creative	Fashion
4253	Watch and Jewellery Retailing	Both	Visual arts and crafts
5411	Newspaper Publishing	Both	Literature and print media
5412	Magazine and Other Periodical Publishing	Both	Literature and print media
5413	Book Publishing	Both	Literature and print media
5419	Other Publishing (except Software, Music and Internet)	Creative	Literature and print media
5420	Software Publishing	Both	Broadcasting, electronic or digital media, and film
5511	Motion Picture and Video Production	Both	Broadcasting, electronic or digital media, and film
5512	Motion Picture and Video Distribution	Both	Broadcasting, electronic or digital media, and film
5513	Motion Picture Exhibition	Both	Broadcasting, electronic or digital media, and film
5514	Post-production Services and Other Motion Picture and Video Activities	Both	Broadcasting, electronic or digital media, and film
5521	Music Publishing	Both	Music composition and publishing
5522	Music and Other Sound Recording Activities	Both	Music composition and publishing
5610	Radio Broadcasting	Both	Broadcasting, electronic or digital media, and film
5621	Free-to-Air Television Broadcasting	Both	Broadcasting, electronic or digital media, and film
5622	Cable and Other Subscription Broadcasting	Both	Broadcasting, electronic or digital media, and film
5700	Internet Publishing and Broadcasting	Both	Broadcasting, electronic or digital media, and film
6010	Libraries and Archives	Both	Libraries and archives
6632	Video and Other Electronic Media Rental and Hiring	Cultural	Broadcasting, electronic or digital media, and film
6921	Architectural Services	Both	Design
6924	Other Specialised Design Services	Both	Design
6940	Advertising Services	Both	Design
6991	Professional Photographic Services	Both	Visual arts and crafts
7000	Computer System Design and Related Services	Creative	Design
8212	Arts Education	Cultural	Supporting activities
8910	Museum Operation	Both	Museums
8921	Zoological and Botanical Gardens Operation	Cultural	Environmental heritage
8922	Nature Reserves and Conservation Parks Operation	Cultural	Environmental heritage
9001	Performing Arts Operation	Both	Performing arts
9002	Creative Artists, Musicians, Writers and Performers	Both	Performing arts
9003	Performing Arts Venue Operation	Both	Performing arts

APPENDIX 2 OCCUPATION COVERAGE AND CLASSIFICATION

ANZSCO (REV1.1)
OCCUPATIONS

The following table shows occupations treated within the satellite accounts as cultural or creative occupations. Occupations included in both segments are labelled as such.

<i>Code</i>	<i>Occupation name</i>	<i>Segment</i>	<i>Code</i>	<i>Occupation name</i>	<i>Segment</i>
131100	Advertising, Public Relations and Sales Managers nfd	Both	212315	Program Director (Television or Radio)	Both
131113	Advertising Manager	Both	212316	Stage Manager	Both
131114	Public Relations Manager	Both	212317	Technical Director	Both
139911	Arts Administrator or Manager	Both	212318	Video Producer	Both
139912	Environmental Manager	Cultural	212399	Film, Television, Radio and Stage Directors nec	Both
142112	Antique Dealer	Cultural	212400	Journalists and Other Writers nfd	Both
149912	Cinema or Theatre Manager	Cultural	212411	Copywriter	Both
210000	Arts and Media Professionals nfd	Both	212412	Newspaper or Periodical Editor	Both
211000	Arts Professionals nfd	Both	212413	Print Journalist	Both
211100	Actors, Dancers and Other Entertainers nfd	Both	212414	Radio Journalist	Both
211111	Actor	Both	212415	Technical Writer	Both
211112	Dancer or Choreographer	Both	212416	Television Journalist	Both
211113	Entertainer or Variety Artist	Both	212499	Journalists and Other Writers nec	Both
211199	Actors, Dancers and Other Entertainers nec	Both	224200	Archivists, Curators and Records Managers nfd	Both
211200	Music Professionals nfd	Both	224211	Archivist	Both
211211	Composer	Both	224212	Gallery or Museum Curator	Both
211212	Music Director	Both	224611	Librarian	Both
211213	Musician (Instrumental)	Both	225100	Advertising and Marketing Professionals nfd	Both
211214	Singer	Both	225111	Advertising Specialist	Both
211299	Music Professionals nec	Both	225113	Marketing Specialist	Both
211311	Photographer	Both	225311	Public Relations Professional	Both
211400	Visual Arts and Crafts Professionals nfd	Both	232000	Architects, Designers, Planners and Surveyors nfd	Creative
211411	Painter (Visual Arts)	Both	232100	Architects and Landscape Architects nfd	Both
211412	Potter or Ceramic Artist	Both	232111	Architect	Both
211413	Sculptor	Both	232112	Landscape Architect	Both
211499	Visual Arts and Crafts Professionals nec	Both	232300	Fashion, Industrial and Jewellery Designers nfd	Both
212000	Media Professionals nfd	Both	232311	Fashion Designer	Both
212100	Artistic Directors, and Media Producers and Presenters nfd	Both	232312	Industrial Designer	Both
212111	Artistic Director	Both	232313	Jewellery Designer	Both
212112	Media Producer (excluding Video)	Both	232400	Graphic and Web Designers, and Illustrators nfd	Both
212113	Radio Presenter	Both	232411	Graphic Designer	Both
212114	Television Presenter	Both	232412	Illustrator	Both
212200	Authors, and Book and Script Editors nfd	Both	232413	Multimedia Designer	Both
212211	Author	Both	232414	Web Designer	Both
212212	Book or Script Editor	Both	232511	Interior Designer	Both
212300	Film, Television, Radio and Stage Directors nfd	Both	232611	Urban and Regional Planner	Both
212311	Art Director (Film, Television or Stage)	Both	233916	Naval Architect	Creative
212312	Director (Film, Television, Radio or Stage)	Both	234314	Park Ranger	Cultural
212313	Director of Photography	Both	234911	Conservator	Both
212314	Film and Video Editor	Both			

APPENDIX 2 OCCUPATION COVERAGE AND CLASSIFICATION *continued*

<i>Code</i>	<i>Occupation name</i>	<i>Segment</i>	<i>Code</i>	<i>Occupation name</i>	<i>Segment</i>
249211	Art Teacher (Private Tuition)	Cultural	399300	Gallery, Library and Museum Technicians nfd	Cultural
249212	Dance Teacher (Private Tuition)	Cultural	399311	Gallery or Museum Technician	Cultural
249213	Drama Teacher (Private Tuition)	Cultural	399312	Library Technician	Cultural
249214	Music Teacher (Private Tuition)	Cultural	399411	Jeweller	Both
261100	ICT Business and Systems Analysts nfd	Creative	399500	Performing Arts Technicians nfd	Cultural
261111	ICT Business Analyst	Creative	399511	Broadcast Transmitter Operator	Cultural
261112	Systems Analyst	Creative	399512	Camera Operator (Film, Television or Video)	Cultural
261200	Multimedia Specialists and Web Developers nfd	Both	399513	Light Technician	Cultural
261211	Multimedia Specialist	Both	399514	Make Up Artist	Both
261212	Web Developer	Both	399515	Musical Instrument Maker or Repairer	Cultural
261300	Software and Applications Programmers nfd	Creative	399516	Sound Technician	Cultural
261311	Analyst Programmer	Creative	399517	Television Equipment Operator	Cultural
261312	Developer Programmer	Creative	399599	Performing Arts Technicians nec	Cultural
261399	Software and Applications Programmers nec	Creative	399611	Signwriter	Cultural
272411	Historian	Cultural	399915	Photographer's Assistant	Cultural
272611	Community Arts Worker	Cultural	451400	Gallery, Museum and Tour Guides nfd	Cultural
312111	Architectural Draftsperson	Cultural	451411	Gallery or Museum Guide	Cultural
361114	Zookeeper	Cultural	561911	Classified Advertising Clerk	Cultural
392000	Printing Trades Workers nfd	Cultural	599711	Library Assistant	Cultural
392100	Print Finishers and Screen Printers nfd	Cultural	599912	Production Assistant (Film, Television, Radio or Stage)	Both
392111	Print Finisher	Cultural	599913	Proof Reader	Cultural
392112	Screen Printer	Cultural	639511	Visual Merchandiser	Cultural
392211	Graphic Pre-press Trades Worker	Cultural	711912	Motion Picture Projectionist	Cultural
392300	Printers nfd	Cultural	899500	Printing Assistants and Table Workers nfd	Cultural
392311	Printing Machinist	Cultural	899511	Printer's Assistant	Cultural
392312	Small Offset Printer	Cultural	899512	Printing Table Worker	Cultural
394212	Picture Framer	Cultural			

GLOSSARY

Arts and heritage organisation	An organisation is any body with a formal structure. It may be as large as a national charity or as small as a local book club. Purely ad hoc, informal and temporary gatherings of people do not constitute an organisation. Examples of arts and heritage organisations include performing arts groups, public radio and television, libraries, museums and galleries, historical associations, festival operators, zoos and botanical gardens. Involvement in the arts component refers to the production of the arts in a way that provides a service for others, as distinct from small hobby and interest groups associated with craft, art and literature. These were included in a separate category 'Other recreation interest', as they are primarily for the enjoyment/consumption of members and not for providing a service to others.
Assets	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).
Basic prices	The basic price is the amount receivable by the producer from the purchaser for a unit of a good or service produced as output minus any tax payable, and plus any subsidy receivable, on that unit as a consequence of its production or sale. It excludes any transport charges invoiced separately by the producer. Output sold at prices that are not economically significant (see also Economically significant prices) is not valued at these prices. Rather, such output is valued at its cost of production.
Compensation of employees	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).
Consumption of fixed capital	Consumption of fixed capital is the value of the reproducible fixed assets used up during a period of account as a result of normal wear and tear, foreseen obsolescence and the normal rate of accidental damage. Unforeseen obsolescence, major catastrophes and the depletion of natural resources are not taken into account.
Economically significant prices	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.
Employers' social contributions	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.
Exports of goods and services	The value of goods exported and amounts receivable from non-residents for the provision of services by residents.
Financial intermediation services indirectly measured (FISIM)	Banks and some other financial intermediaries are able to provide services for which they do not charge explicitly, by paying or charging different rates of interest to borrowers and lenders (and to different categories of borrowers and lenders). For example, they may pay lower rates of interest than would otherwise be the case to those who lend them money and charge higher rates of interest to those who borrow from them. The resulting net receipts of interest are used to defray their expenses and provide an operating surplus. This scheme of interest rates avoids the need to charge their customers individually for services provided and leads to the pattern of interest rates observed in practice. However, in this situation, the national accounts must use an

GLOSSARY *continued*

Financial intermediation services indirectly measured (FISIM) <i>continued</i>	indirect measure, namely FISIM, of the value of the services for which the intermediaries do not charge explicitly. Whenever the production of output is recorded in the national accounts, the use of that output must be explicitly accounted for elsewhere in the accounts. Hence, FISIM must be recorded as being disposed of in one or more of the following ways: as intermediate consumption by enterprises; as final consumption by households or general government; or as exports to non residents.
Gross domestic product	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.
Gross mixed income of unincorporated enterprises	Gross mixed income of unincorporated enterprises is the term reserved for the surplus accruing to owners of unincorporated enterprises from processes of production (as defined for gross operating surplus) before deducting any explicit or implicit interest, rents or other property incomes payable on the financial assets, non-produced non-financial natural resource assets (such as land) required to carry on the production and before deducting consumption of fixed capital. However, GMI is measured after the deduction of FISIM and the insurance service charge. The owners, or other members of their households, may work without receiving any wage or salary. Mixed income therefore includes both gross operating surplus for unincorporated enterprises and returns for the proprietors' own labour (akin to wages and salaries). In practice, all unincorporated enterprises owned by households that are not quasi-corporations are deemed to fall into this category, except owner-occupiers in their capacity as producers of housing services for own final consumption, and households employing paid domestic staff (an activity which is deemed to generate zero surplus).
Gross operating surplus (GOS)	Gross operating surplus is a measure of the surplus accruing to owners from processes of production before deducting any explicit or implicit interest charges, rents or other property incomes payable on the financial assets, non-produced non-financial natural resource assets (such as land) required to carry on the production and before deducting consumption of fixed capital. However, GOS is measured after the deduction of FISIM and the insurance service charge. It excludes gross mixed income which is the surplus accruing to owners of unincorporated enterprises. Gross operating surplus is also calculated for general government, where it equals general government's consumption of fixed capital.
Gross value added (GVA)	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.
Imports of goods and services	The value of goods imported and amounts payable to non-residents for the provision of services to residents.
Industry	An industry consists of a group of establishments engaged in the same, or similar kinds, of activity.
Input-Output Industry Group (IOIG)	IOIGs are based on the Australian and New Zealand Standard Industrial Classification (ANZSIC) and the I-O tables are published at this level of industry.
Input-Output Product Classification (IOPC)	The IOPC is the detailed level product classification, organised according to the industry to which each product is primary. I-O tables are compiled at this level of product classification.
Input-Output Product Group (IOPG)	IOPGs are groups of IOPCs aggregated to the IOIGs to which they are primary. Input-output tables are published at this level of product classification.

GLOSSARY *continued*

Input-output tables	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.
Institutional units	An institutional unit is an economic entity that is capable, in its own right, of owning assets, incurring liabilities, and engaging in economic activities and in transactions with other entities. There are two main types of institutional units, namely persons or groups of persons in the form of households, and legal or social entities whose existence is recognised by law or society independently of the persons, or other entities, that may own or control them. The individual members of multi-person households are not treated as separate institutional units. Legal or social entities that engage in economic activities in their own right, such as corporations, NPIs or government units, are considered institutional units as they are responsible and accountable for the economic decisions or actions they take.
Intermediate consumption	Consists of the value of the goods and services used as inputs by a process of production, excluding the consumption of fixed capital.
Liability	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.
Margins	If the transactions are valued at basic prices, the margins are recorded as intermediate Consumption (e.g. transport, wholesale trade) of the intermediate users or final buyers. If transactions are valued at purchasers' prices the value of margins is included, along with taxes less subsidies on products with the purchasers' price of the good to which the margin relates.
Market output	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.
National accounts basis	National accounts basis refers to the activity measured by the satellite accounts that falls within the national accounts production boundary. In the satellite accounts this is comprised of the activity of cultural and creative industries, net taxes on their products, and activity in other industries performed by workers in cultural and creative occupations.
Non-market output	Goods and services produced by any institutional unit that are supplied free or at prices that are not economically significant.
Non-market output of market producers	Is an imputation to measure the output of NPIs 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.
Non-profit institutions	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.
Other subsidies on production	Other subsidies on production consist of all subsidies, except subsidies on products, which resident enterprises may receive as a consequence of engaging in production. Other subsidies on production include: subsidies related to the payroll or workforce numbers (including subsidies payable on the total wage or salary bill), on numbers employed, or on the employment of particular types of persons, e.g. persons with disabilities or persons who have been unemployed for a long period.

GLOSSARY *continued*

Other taxes on production	Other taxes on production consist of all taxes that enterprises incur as a result of engaging in production, except taxes on products. Other taxes on production include: taxes related to the payroll or workforce numbers excluding compulsory social security contributions paid by employers and any taxes paid by the employees themselves out of their wages or salaries; recurrent taxes on land, buildings or other structures; some business and professional licences where no service is provided by the Government in return; taxes on the use of fixed assets or other activities; stamp duties; taxes on pollution; and taxes on international transactions.
Output	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.
Primary inputs	Primary inputs include compensation of employees, gross operating surplus and gross mixed income, taxes less subsidies on products, other taxes less subsidies on production and imports.
Producers' prices	The producers' price is the amount receivable by the producer from the purchaser for a unit of a good or service.
Production	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.
Production boundary	The national accounts production boundary includes: <ul style="list-style-type: none">■ 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;■ the own-account production of all goods that are retained by their producers for their own final consumption or gross capital formation; and■ the own-account production of housing services by owner-occupiers.
Purchasers' prices	The purchaser's price is the amount paid by the purchaser, excluding any deductible tax, in order to take delivery of a unit of a good or service at the time and place required by the purchaser. The purchaser's price of a good includes any transport charges paid separately by the purchaser to take delivery at the required time and place.
Satellite accounts basis	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. Data presented on a satellite accounts basis are not directly comparable with national accounts aggregates.
Subsidies on products	A subsidy on a product is a subsidy payable per unit of a good or service. The subsidy may be a specific amount of money per unit of quantity of a good or service, or it may be calculated ad valorem as a specified percentage of the price per unit. A subsidy may also be calculated as the difference between a specified target price and the market price actually paid by a purchaser. A subsidy on a product usually becomes payable when the product is produced, sold or imported, but it may also become payable in other circumstances, such as when a product is exported, leased, transferred, delivered or used for own consumption or own capital formation.
Supply and use tables	Supply and use tables are in the form of matrices that record how supplies of different kinds of goods and services originate from domestic industries and imports, and how those supplies are allocated between various intermediate or final uses, including exports.
Taxes on production and imports	Taxes on production and imports consist of 'taxes on products' and 'other taxes on production'. These taxes do not include any taxes on the profits or other income received by an enterprise. They are payable irrespective of the profitability of the production process. They may be payable on the land, fixed assets or labour employed in the production process, or on certain activities or transactions.

GLOSSARY *continued*

- Taxes on products** A tax on a product is a tax that is payable per unit of some good or service. The tax may be a specific amount of money per unit of quantity of a good or service (quantity being measured either in terms of discrete units or continuous physical variables such as volume, weight, strength, distance, time, etc.), or it may be calculated ad valorem as a specified percentage of the price per unit or value of the goods or services transacted. A tax on a product usually becomes payable when it is produced, sold or imported, but it may also become payable in other circumstances, such as when a good is exported, leased, transferred, delivered, or used for own consumption or own capital formation.
- Volunteers** 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.
- Wages and salaries** 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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