An overview of Western Australia’s creative industries

The cultural and creative industries are those areas of practice that turn original individual creativity into social and commercial outcomes. They draw on Western Australia’s unique identity to produce new artistic, cultural and aesthetic-functional products and services for local, national and international markets.

Employment segments in the creative industries

<table>
<thead>
<tr>
<th>Creative industries</th>
<th>Other industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative occupations</td>
<td>11,095 specialists</td>
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<tr>
<td>Support staff</td>
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<tr>
<td>Embedded staff</td>
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</tbody>
</table>

Creative employment by segment, WA 2011

- Creative industries: 11,095 specialists
- Other industries: 17,390 support staff
- Embedded: 12,832 people

Over two-thirds of WA’s Advertising and Marketing workers are embedded in other sectors.

Software and Digital Content has WA’s highest proportion of creative industries support staff.

Film, TV and Radio has WA’s highest comparative percentage of specialists.

Average annual growth in creative employment 2006 to 2011

- Western Australia, along with Victoria, experienced the nation’s highest average annual rate of growth in creative employment from 2006 to 2011.

Scale and growth of WA creative industry segments

- National average: 1.2, 1.0, 0.8
- Employment in 2011: 9,718, 5,144, 5,276, 13,505, 5,738, 1,936
- Average annual growth rate: 4.8%, 0.8%, 1.6%, 5.3%, 2.6%, 0.2%

For further information refer to the ‘Creative Industries Statistical Analysis for Western Australia’, a report prepared in November 2013 on behalf of the Department of Culture and the Arts by:

- ARC Centre of Excellence for Creative Industries and Innovation, Queensland University of Technology - www.cci.edu.au