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EMPLOYMENT AND OUTPUT FOR THE CULTURAL INDUSTRIES

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ABSTRACT

Models of industries producing cultural goods and services have received some attention recently, reflecting an increasing policy interest in the contribution that these industries make to output and employment in the economy. This paper reports the results of an extensive exercise to assemble data on the employment and output of the cultural industries in five countries: Australia, Canada, New Zealand, the UK and the USA. Industries are defined according to the concentric circles model of the cultural sector and the data are used to test the foundational assumptions of this model. The paper also compares this model with two others (the “symbolic texts” model and the World Intellectual Property Organisation model). The results show that estimates of the size of the cultural sector of the economy will vary significantly according to the model used to define the cultural industries.

JEL Classifications: Z1, L82, J44

Keywords: Creative economy, cultural industries, cultural occupations

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1. Introduction

Interest in the cultural or creative industries as a dynamic component of the so-called new economy has grown in recent years (Howkins, 2001; Caves, 2000; DCMS, 2001; UNCTAD, 2007). At the same time, attention has also been focussed on the notion of creative workers who contribute in particular ways to processes of innovation and social change, especially in an urban context (Florida, 2002; Peck, 2005; Markusen, 2006). The juxtaposition of these two aspects of the creative economy—cultural industries and cultural labour—has generated several studies examining cultural employment in industry x occupation terms (Throsby 2001, 2003; Cunningham 2006; Higgs *et al.* 2008; Markusen *et al.* 2008).

This paper reports the results of an extensive data-gathering exercise to assemble employment data for the cultural sectors of five countries—Australia, Canada, New Zealand, UK and USA—cross-tabulated by industry and occupation. Industries are specified according to a particular model of the cultural industries (the concentric circles model) and occupations are disaggregated into cultural and non-cultural categories. The purpose of the exercise is to test the basic proposition of the concentric circles model, as described in the following sections. The paper also compares the coverage of this model with that of two other models of the cultural industries, using Australian data.

2. Classification of the cultural industries

The concentric circles model of the cultural industries was first enunciated in Throsby (2001: 112–113) and subsequently developed in other places, for example in recent studies prepared for the European Commission and the UK Work Foundation (KEA European Affairs 2006: 53–57; The Work Foundation, 2007) where the concentric circles idea is used as a basis for classifying the creative industries in Europe and the UK respectively. The model is based initially on the proposition that cultural goods and services give rise to two distinguishable types of value: economic and cultural. Such a proposition can be used in principle as a basis for defining cultural goods and services as a distinct commodity class,¹ and indeed is a distinction that is common to a variety of fields concerned with the value of cultural phenomena.² The model asserts that it is the cultural value, or cultural content, of the goods and services produced that gives the cultural industries their most distinguishing characteristic. Different goods have different degrees of cultural content relative to their commercial value; the model proposes that the more pronounced the cultural content of a particular good or service, the stronger is the claim of the industry producing it to be counted as a cultural industry. Thus are the concentric circles delineated: at the centre are core industries whose proportion of cultural to commercial content is judged according to given criteria to be highest, with layers extending outwards from the centre as the cultural content falls relative to the commercial value of the commodities or services produced.

¹ For a detailed discussion of the definition of cultural goods, see McCain (2006); Throsby (2006).

² Including aesthetics, philosophy, anthropology, art history, etc.; see the collection of essays in Hutter and Throsby (2008).

On this basis the following four layers or circles can be proposed to classify the industries that produce cultural goods and services according to the definitions discussed above:

Core creative arts

- Literature
- Music
- Performing arts
- Visual arts

Other core cultural industries

- Film
- Museums, galleries, libraries
- Photography

Wider cultural industries

- Heritage services
- Publishing and print media
- Sound recording
- Television and radio
- Video and computer games

Related industries

- Advertising
- Architecture
- Design
- Fashion

3. Classifications of cultural occupations

The industry x occupation studies referred to above make a distinction between creative (or cultural) occupations and non-creative (or non-cultural) occupations. In its tabulations of cultural statistics for Australia, the Australian Bureau of Statistics (ABS) has designated a group of “cultural occupations” which are defined to include, in addition to the major category “artists and related professionals”, a number of other occupations such as architects, librarians, music teachers, museum curators, piano tuners and so on (ABS 1996). This classification of cultural occupations is clearly quite broad, intending to capture workers whose job entails some more or less direct input into the production or dissemination of cultural goods and services. Within a given cultural industry, a reasonably clear distinction can be drawn between cultural and non-cultural occupations;³ in the theatre industry, for example, the latter would include ticket-sellers, accountants, stagehands and the like.

³ Caves (2000) uses the term “humdrum” inputs to describe the latter type of worker.

Nevertheless the distinction cannot be regarded as entirely clear cut and unambiguous, and borderline cases will always arise. For example, how should a writer such as a journalist be classified, or a craftsperson making production runs of pottery items? Moreover some cultural outputs—for example in theatre, television and film—are produced by teams, where the “cultural” input is diffused across all members of the group including those whose occupations may not be obviously cultural in nature. Despite these difficulties, the ABS classification of cultural occupations has been widely referred to as a basis for analysing employment in the cultural sector.

Although the terms “cultural” and “creative” have occasionally been used interchangeably in describing both industries and occupations, they do actually mean different things. In relation to the arts and culture, creativity has a specific connotation, referring to the primary processes whereby original ideas are transformed into cultural products of various sorts. Thus a *creative* occupation could be defined as one where such creativity is a primary and necessary characteristic of the work involved, as for example in the case of artists such as writers, musicians, composers, actors, visual artists and so on. If this is so, a group of “creative occupations” can be identified as a sub-set of the wider category of cultural occupations as defined above.

In the present study we adopted the ABS cultural occupation categories and identified a specifically creative subgroup within them, leading to the following classification:

CULTURAL OCCUPATIONS, comprising:

Creative occupations

- Visual artists
- Photographers, sculptors, craftspeople
- Writers, editors
- Musicians, composers, singers
- Dancers, choreographers,
- Actors
- Directors

Other cultural occupations

- Designers, architects
- Journalists, presenters
- Producers
- Librarians, curators, administrators
- Technicians
- Support personnel

4. Industry output

In official statistical collections that cover the cultural industries, several different measures of industry output are used, including gross value added and contribution to GDP. For the countries included in the present study, data availability led us to choose the following indicators:

Industry value added:

Australia
UK
USA

Contribution to GDP:

Canada
New Zealand

5. Data collection

The procedures outlined above were applied to gathering data from five countries: Australia, Canada, New Zealand, UK and USA. The first problem encountered was the fact that there is no common standard for identifying and classifying either cultural industries or cultural occupations across the countries under consideration that would enable a consistent allocation to be made of industries to categories or occupations to creative/non-creative status. Hence a number of approximations were necessary to accommodate the idiosyncrasies of the various countries' data sources.

In the case of the industry classification, each of the five countries uses different amalgamations of particular activities in their industry definitions for the cultural sector, making assignment of industries to the four categories delineated above occasionally problematical; for example, film is sometimes listed separately, sometimes it is included with television. Furthermore, the number of individual cultural industries or groups of industries that could be identified varied from country to country, from 10 in Canada to 24 in New Zealand. Despite these difficulties, it was possible to make a satisfactory assignment of the cultural industries for which data could be obtained to one of the four categories of the concentric circles model, according to the scheme outlined earlier in this paper.

In regard to occupational classifications, the employment data for most of the countries were specified in sufficient occupational detail to enable the creative/cultural allocation to be made reasonably easily.

Information on value added was collected where possible. Where data at a specific industry level were not available, we estimated the value added by calculating the percentage of employees in the cultural industry relative to all employees of the wider industry category for which data on industry value added

were available, and applying this percentage to the value added for the wider industry group.

In the following paragraphs we describe the sources of data and the assumptions used in assembling the relevant statistics for each of the case-study countries.

(i) Australia

The ABS provides data on cultural occupations and cultural industries in the *Employment in Culture, Australia* report (cat. no. 6273.0). Reports on cultural data have been released every five years; the first issue was published in 1991, and the most recent at the time of the study was published in 2001. The definition of cultural occupations and cultural industries in the report is based on the Australian Culture and Leisure Classifications (ACLC).⁴ The first table in the 2001 report, “Table 1.1, Employed Persons, by occupations and industries”, provided the required cross-tabulations.

Estimates for industry performance (industry value added) were available for download from the ABS website. As the industry value added data for 2001 were far less detailed than the data for 2002–03, we chose the latter.

(ii) Canada

Canada provides a Canadian Framework for Culture Statistics, based on a 5-digit industry level (NAICS) and 3-digit occupations level (National Occupational Classification for Statistics). Cross-tabulated data between industries and occupations were available through the website of Statistics Canada; however the level of detail went down only to a 3-digit industry level. Thus it was necessary to include broader industries into the Canadian model than in the other countries in the study. The data used are based on Census 2001 data.⁵

GDP data by industry were also available on the Statistics Canada website, but not always to the required level of detail. Where data at the required level of detail were not available, numbers were estimated as described earlier.

(iii) New Zealand

Statistics New Zealand developed their first Cultural Framework in 1995.⁶ The most recent report on the New Zealand Cultural Sector at the time of this study was published in July 2005⁷ and provided an updated definition of cultural occupations and industries⁸ as well as data on cultural industries and occupations in New

⁴ ABS, cat. no. 4902.0.

⁵ Statistics Canada, cat. no. 97F0012XCB2001049.

⁶ Statistics New Zealand, “New Zealand Framework for Cultural Statistics Te Anga Tatauranga Tikanga-ā-iwi o Aotearoa 1995”, cat. no. 01.070.0095.

⁷ Statistics New Zealand, “Employment in the Cultural Sector 2005”, cat. no. 16.001.

⁸ See Appendix 3 and 4 of the report.

Zealand. Although the report provided thorough details on culture in New Zealand, there were no cross-tabulations of cultural industries and occupations in the report that were detailed enough for our purposes. We therefore commissioned Statistics New Zealand to provide Census data from which we could calculate the necessary cross-tabulations. This explains the variations between our data and the report mentioned above.

Data on industry value added by industry were not available in sufficient detail, and for this reason the figures on industry performance are estimates only, made according to the procedure described above.

(iv) United Kingdom

The Office for National Statistics (ONS) in the UK provided us with cross-tabulations between occupations (4-digit level Standard Occupational Classification) and industries (3-digit level Standard Industry Classification). The data were based on the UK 2001 Census. Industries and occupations were chosen to meet the Australian and New Zealand cultural classifications as closely as possible.

Data on industry performance (approximate gross value added at basic prices) were provided by the Annual Business Inquiry down to a level of detail of 4-digit Standard Industry Classification, and available on the Office of National Statistics website.⁹

(v) United States

The US Statistics Authorities do not provide a specific definition of cultural industries or occupations. The Bureau of Labor Statistics (US Department of Labor) collects in its Occupational Employment Statistics semi-annual data on about 800 occupations and 450 industries. The database with the latest data is available online.¹⁰ The survey publishes data at the 3-, 4-, and 5-digit levels of the North American Industry Classification System (NAICS) 2002. The occupations follow the Standard Occupational Classification (SOC). At the time we conducted our research, the latest data were for 2004. We used our own classification of cultural industries and cultural occupations to select the available industries and occupations within the NAICS and SOC. As before, the selection aimed at being as close as possible to the Australian and New Zealand cultural classification system.

The US Bureau of Economic Analysis provides industry value-added data on a 2-digit NAICS level. For that reason, estimates were necessary in some industries, as in the other countries studied.

⁹ <http://www.statistics.gov.uk/abi>

¹⁰ http://data.bls.gov/oes/search.jsp?data_tool=OES

6. Results

The detailed results of applying the above procedures to the five case-study countries are shown in Appendix Tables 1 to 5 for Australia, Canada, New Zealand, the UK and the USA respectively. If it is assumed that the cultural content of the output of a given cultural industry can be proxied by the proportion of creative or cultural labour to total employment in the industry, the proposition that the cultural content of output declines as one moves outwards from the core of the concentric circles model can be tested. Appendix Tables 1 to 5 provide the data for applying such a test. For the aggregate of industries in each layer of the model, the proportions of both creative and cultural employment to total employment are calculated, as shown in Table 1. It can be seen that in all five countries, and for both creative and cultural occupations, the proportion of employment in these occupations to total employment does indeed decline monotonically moving outwards through the four layers of the model.

Table 1: Proportions of creative/cultural employment to total employment in cultural industry groups: Australia (2001), Canada (2001), New Zealand (2001), UK (2001), USA (2004) (percent)

| Industry Group | Australia | Canada | New Zealand | United Kingdom | United States |
|---------------------------------------|---|--------|-------------|----------------|---------------|
| | Proportion of total industry employment in creative occupations | | | | |
| Core creative industries | 65.3 | 46.7 | 53.7 | 41.7 | 42.5 |
| Other core creative industries | 17.5 | 25.7 | 17.5 | 13.7 | 21.2 |
| Wider cultural industries | 9.3 | 5.7 | 5.6 | 4.3 | 6.9 |
| Related industries | 1.4 | 0.8 | 2.1 | 1.7 | 2.1 |
| | Proportion of total industry employment in all cultural occupations | | | | |
| Core creative industries | 80.2 | 64.3 | 65.9 | 46.2 | 55.7 |
| Other core creative industries | 61.3 | 46.9 | 58.3 | 39.1 | 42.3 |
| Wider cultural industries | 46.1 | 22.1 | 21.1 | 25.5 | 20.6 |
| Related industries | 31.8 | 11.6 | 20.8 | 15.4 | 12.3 |

Source: Calculated from data in Appendix Tables 1–5.

It should be noted that the differences between the absolute percentages across rows in Table 1 (i.e. comparisons between countries for a given industry group in the model) are explained largely by differences between countries in the fit of industries and occupations to the model's categories, on account of variations in their industry/occupation classification systems, as described above.

7. Comparison of models of the cultural industries

In this section we compare the concentric circles model with two other models of the cultural industries which are based on different assumptions and hence imply a different collection of industries comprising the cultural sector, and different structural features of the cultural production economy. The comparison is effected by compiling employment and output data for the cultural industries in one of the case-study countries, namely Australia, according to the specific structural requirements of each model.

The two models to be compared with the concentric circles model are:

(i) *Symbolic texts model*: this model is typical of the approach to the cultural industries arising from the critical-cultural-studies tradition as it exists in Europe and especially the UK (for example, Hesmondhalgh 2002). This approach sees the “high” or “serious” arts as the province of the social and political establishment and therefore focuses attention instead on popular culture. The processes by which a society’s culture is formed and transmitted are portrayed in this model via the industrial production, dissemination and consumption of symbolic texts or messages, which are conveyed by means of various media such as film, broadcasting and the press.

The symbolic texts model can be represented as comprising three groups of industries, as follows:

Core cultural industries

- Advertising
- Film
- Internet
- Music
- Publishing
- Television and radio
- Video and computer games

Peripheral cultural industries

- Creative arts

Borderline cultural industries

- Consumer electronics
- Fashion
- Software
- Sport

(ii) *WIPO copyright model*: this model is based on industries involved directly or indirectly in the creation, manufacture, production, broadcast and distribution of copyrighted works (WIPO, 2003). The focus is thus on intellectual property as the embodiment of the creativity that has gone into the making of the goods and services

included in the classification. A distinction is made between industries that actually produce the intellectual property, and those that are necessary to convey the goods and services to the consumer. A further group of “partial” copyright industries comprises those where intellectual property is only a minor part of their operation.

This model identifies three groups of industries as follows:

Core copyright industries

- Advertising
- Collecting societies
- Film and video
- Music
- Performing arts
- Publishing
- Software
- Television and radio
- Visual and graphic art

Interdependent copyright industries

- Blank recording material
- Consumer electronics
- Musical instruments
- Paper
- Photocopiers, photographic equipment

Partial copyright industries

- Architecture
- Clothing, footwear
- Design
- Fashion
- Household goods
- Toys

Australian data on employment and value added by industry were collated by matching as closely as possible the ANZSIC 1993 industry categories with the requirements of each model. In some cases approximations were necessary when an exact match could not be made, and in others (e.g. software, fashion) no corresponding industry at all was specified in the ABS data. Thus these results should be regarded as indicative only. Appendix Tables 6–8 show detailed tabulations of employment data (for 2001) and value added data (for 2002–03) for each industry specified. The results for the three models are summarised in Table 2.

Table 2: Three cultural industry models compared using data for Australia

| Model | Industry group | Employees (2001) '000 | Value added (2002–03) \$m. |
|--------------------|----------------|-----------------------------|----------------------------------|
| Concentric circles | Core | 21.8 | 766 |
| | Other core | 32.3 | 1,244 |
| | Wider | 72.1 | 7,427 |
| | Related | 67.4 | 4,540 |
| | | 193.6 | 13,977 |
| Symbolic texts | Core | 147.7 | 11,799 |
| | Peripheral | 24.2 | 1,267 |
| | Borderline | 67.8 | 2,482 |
| | | 239.8 | 15,547 |
| WIPO | Core | 255.5 | 15,797 |
| | Interdependent | 68.3 | 8,176 |
| | Partial | 156.8 | 12,881 |
| | | 480.6 | 36,855 |

Source: see text

These results demonstrate the substantial differences between the three models in their coverage of the cultural industries. The most specifically defined is the concentric circles model; when applied to the Australian cultural sector in the years shown, it indicates a total employment of under 200 thousand and value added of around \$14 billion. At the other extreme the largest of the three models, the WIPO model based on the copyright industries, identifies almost half a million employees and industry value added in the vicinity of \$37 billion.

Similarly, the industries defined as “core” cultural industries differ widely between the three models, with both the symbolic texts model and the WIPO model identifying a core that is many times bigger than that of the concentric circles model, when measured in employment or output terms. The results illustrate the difficulty of estimating the size of the cultural economy; numbers showing the contribution of the cultural sector to GDP and to employment depend critically on the model from which they have been generated.

8. Conclusions

This paper describes the generation of data for the employment and output of the cultural industries in five countries; Australia, Canada, New Zealand, UK and USA. The tabulations show employment on an industry x occupation basis, where the industries are defined according to the assumptions of the concentric circles model of the cultural production sector and occupations are designated as creative or cultural according to given definitions. The resulting cross tabulations throw light on the

structure of cultural production, and enable confirmation of the essential foundations of the concentric circles model.

The paper also compares the coverage of the cultural industries as specified in the concentric circles model with that implied by two other models, the “symbolic texts model”, which is derived from the cultural studies tradition, and the World Intellectual Property Organisation model, which is based on the copyright industries. These results demonstrate the substantial differences in coverage of the three models, illustrating the fact that estimates of the size of the cultural sector in the economy will vary significantly according to the model used to define the cultural industries.

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DATA APPENDIX

Appendix Table 1: Employment in cultural occupations and industries in Australia 2001

| Cultural industry | CORE CREATIVE ARTS | | | OTHER CORE CREATIVE INDUSTRIES | | | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | | Total cultural industries | Other industries | Total all industries |
|---|------------------------------|---------------|--------------------|--------------------------------|-------------------|----------------------|--------------------------|--------------------------------|---------------------------|--------------|----------------------------------|---------------------------|---------------------------------------|-------------------------|-----------------------|-------------------------------|--------------------|---------------------------|------------------|----------------------|
| | Music and theatre production | Creative arts | CORE CREATIVE ARTS | Film and video publishing | Museum, Libraries | Photographic studios | Services to the arts (1) | OTHER CORE CREATIVE INDUSTRIES | Publishing /Printing | Radio/ TV | Film distribution and exhibition | WIDER CULTURAL INDUSTRIES | Architecture, Advertising, Commercial | Religious organisations | Parks and gardens (2) | Other cultural industries (3) | RELATED INDUSTRIES | | | |
| Art teacher (private) | 4 | 44 | 48 | — | 22 | — | 4 | 26 | 0 | 0 | 0 | — | 5 | 8 | — | 9 | 22 | 96 | 1,270 | 1,366 |
| Artists and related professionals n.f.d. | 178 | 1,023 | 1,201 | 89 | 59 | 52 | 41 | 241 | 335 | 250 | 39 | — | 150 | 11 | 5 | 24 | 190 | 2,256 | 1,735 | 3,991 |
| Painter (visual arts) | 10 | 1,735 | 1,745 | 12 | 39 | 4 | 8 | 63 | 0 | 4 | 10 | 14 | 28 | — | — | 5 | 33 | 1,855 | 931 | 2,786 |
| Photographer | — | 42 | 42 | 29 | 54 | 3,229 | 3 | 3,315 | 702 | 14 | 6 | 722 | 369 | — | 20 | 24 | 413 | 4,492 | 2,352 | 6,844 |
| Potter or ceramic artist | — | 113 | 113 | — | 3 | 3 | 3 | 9 | 0 | 0 | 0 | 0 | 3 | — | — | — | 3 | 125 | 1,328 | 1,453 |
| Sculptor | 3 | 371 | 374 | 3 | 10 | — | 3 | 16 | 0 | 3 | 0 | 3 | 6 | — | 3 | — | 9 | 402 | 292 | 694 |
| Visual arts and crafts professionals n.e.c. | 20 | 301 | 321 | 64 | 27 | 5 | 50 | 146 | 32 | 34 | 18 | 84 | 99 | 8 | — | 17 | 124 | 675 | 3,758 | 4,433 |
| Visual arts and crafts professionals n.f.d. | — | 202 | 202 | 4 | 4 | — | 4 | 12 | 3 | 3 | 0 | 6 | 8 | — | — | — | 8 | 228 | 185 | 413 |
| Painters, Photographers, Sculptors, Potters/Ceramic Artists, Craft Workers, Illustrators | 215 | 3,831 | 4,046 | 201 | 218 | 3,293 | 116 | 3,828 | 1,072 | 308 | 73 | 1,453 | 668 | 27 | 28 | 79 | 802 | 10,129 | 11,851 | 21,980 |
| Author | 26 | 1,362 | 1,388 | 86 | 23 | — | 13 | 122 | 407 | 158 | 50 | 615 | 72 | 10 | — | 52 | 134 | 2,259 | 942 | 3,201 |
| Authors and related professionals n.f.d. | — | 19 | 19 | 5 | 0 | — | — | 5 | 26 | 4 | 0 | 30 | 3 | — | — | — | 3 | 57 | 31 | 88 |
| Book editor | — | 17 | 17 | — | 3 | — | — | 3 | 517 | 3 | 0 | 520 | 3 | 5 | — | 16 | 24 | 564 | 104 | 668 |
| Copywriter | 3 | 47 | 50 | 18 | 0 | — | — | 18 | 58 | 74 | 0 | 132 | 508 | — | — | 4 | 512 | 712 | 210 | 922 |
| Editor | 3 | 67 | 70 | 13 | 15 | 3 | — | 31 | 2,681 | 157 | 6 | 2,844 | 34 | 20 | — | 43 | 97 | 3,042 | 811 | 3,853 |
| Script editor | — | 12 | 12 | 12 | 0 | — | — | 12 | 18 | 50 | 0 | 68 | — | — | — | — | 0 | 92 | 27 | 119 |
| Writers, Editors | 32 | 1,524 | 1,556 | 134 | 41 | 3 | 13 | 191 | 3,707 | 446 | 56 | 4,209 | 620 | 35 | 0 | 115 | 770 | 6,726 | 2,125 | 8,851 |
| Composer | 170 | 51 | 221 | 4 | 0 | — | 16 | 20 | 12 | 8 | 5 | 25 | 8 | — | — | 4 | 12 | 278 | 52 | 330 |
| Instrumental musician | 4,255 | 77 | 4,332 | 4 | 47 | — | 90 | 141 | 8 | 20 | 13 | 41 | 12 | 84 | 3 | 28 | 127 | 4,641 | 1,989 | 6,630 |
| Music director | 61 | — | 61 | — | 9 | — | 9 | 18 | 3 | 26 | 4 | 33 | 3 | 52 | — | 11 | 66 | 178 | 221 | 399 |
| Music teacher (private) | 274 | 4 | 278 | — | 9 | — | 6 | 15 | 0 | 0 | 0 | 0 | — | 8 | — | 26 | 34 | 327 | 8,114 | 8,441 |
| Musicians and related professionals n.e.c. | 15 | — | 15 | — | 3 | — | — | 3 | 0 | 3 | 0 | 3 | — | 3 | — | 3 | 6 | 27 | 36 | 63 |
| Musicians and related professionals n.f.d. | 155 | 7 | 162 | — | 3 | — | 11 | 14 | 0 | 0 | 0 | 0 | — | 3 | — | 3 | 6 | 182 | 66 | 248 |
| Singer | 847 | 28 | 875 | — | 24 | — | 33 | 57 | 0 | 3 | 12 | 15 | — | 16 | — | 4 | 20 | 967 | 370 | 1,337 |
| Musicians, Composers, Singers | 5,777 | 167 | 5,944 | 8 | 95 | 0 | 165 | 268 | 23 | 60 | 34 | 117 | 23 | 166 | 3 | 79 | 271 | 6,600 | 10,848 | 17,448 |
| Dance teacher (private) | 29 | 3 | 32 | — | 6 | — | 11 | 17 | 0 | 0 | 3 | 3 | 3 | — | — | 3 | 9 | 61 | 3,386 | 3,447 |
| Dancer or choreographer | 190 | 24 | 214 | 3 | 68 | — | 29 | 100 | 0 | 6 | 27 | 33 | 3 | 8 | — | — | 14 | 361 | 1,025 | 1,386 |
| Dancers, Choreographers | 219 | 27 | 246 | 3 | 74 | 0 | 40 | 117 | 0 | 6 | 30 | 36 | 6 | 8 | 3 | 23 | 422 | 4,411 | 4,833 | |
| Actor | 301 | 277 | 578 | 98 | 16 | 5 | 41 | 160 | 3 | 281 | 163 | 447 | 47 | 3 | 8 | 8 | 61 | 1,246 | 763 | 2,009 |
| Actors, dancers and related professionals n.e.c. | 436 | 117 | 553 | 45 | 162 | — | 57 | 264 | 0 | 98 | 84 | 182 | 20 | 3 | 7 | 10 | 40 | 1,039 | 1,626 | 2,665 |
| Actors, dancers and related professionals n.f.d. | 26 | 3 | 29 | — | 3 | — | — | 3 | 0 | 3 | 11 | 14 | — | — | — | 3 | 3 | 49 | 38 | 87 |
| Drama teacher (private) | 19 | 5 | 24 | — | 4 | — | 5 | 9 | 0 | 0 | 0 | 6 | — | — | — | — | 0 | 39 | 460 | 499 |
| Actors | 782 | 402 | 1,184 | 143 | 185 | 5 | 103 | 436 | 3 | 382 | 264 | 649 | 67 | 6 | 10 | 21 | 104 | 2,373 | 2,887 | 5,260 |
| Art director (film, TV or stage) | 16 | 4 | 20 | 56 | 0 | — | 19 | 75 | 0 | 48 | 7 | 55 | 29 | — | — | 3 | 32 | 182 | 36 | 218 |
| Artistic director | 63 | 10 | 73 | 3 | 3 | 3 | 19 | 28 | 3 | 3 | 27 | 33 | 6 | 3 | — | — | 9 | 143 | 94 | 237 |
| Director (film, TV, radio or stage) | 105 | 17 | 122 | 589 | 5 | 3 | 15 | 612 | 11 | 658 | 125 | 794 | 70 | 6 | — | 69 | 145 | 1,673 | 491 | 2,164 |
| Director of photography | — | — | 0 | 127 | 0 | 6 | — | 133 | 6 | 77 | 20 | 103 | 5 | — | — | — | 5 | 241 | 49 | 290 |
| Film, TV, radio and stage directors n.e.c. | 5 | 3 | 8 | 473 | 3 | 3 | 33 | 512 | 3 | 110 | 13 | 126 | 13 | 4 | — | 21 | 38 | 684 | 154 | 838 |
| Film, TV, radio and stage directors n.f.d. | 4 | — | 4 | 32 | 0 | — | 3 | 35 | 0 | 50 | 7 | 57 | 5 | — | — | — | 5 | 101 | 21 | 122 |
| Directors | 193 | 34 | 227 | 1,280 | 11 | 15 | 89 | 1,395 | 23 | 946 | 199 | 1,168 | 128 | 13 | 0 | 93 | 234 | 3,024 | 845 | 3,869 |
| TOTAL CREATIVE OCCUPATIONS | 7,218 | 5,985 | 13,203 | 1,769 | 624 | 3,316 | 526 | 6,235 | 4,828 | 2,148 | 656 | 7,632 | 1,512 | 253 | 49 | 390 | 2,204 | 29,274 | 32,967 | 62,241 |
| Advertising specialist | 3 | 5 | 8 | 28 | 3 | — | 4 | 35 | 294 | 186 | 3 | 483 | 2,387 | — | — | 17 | 2,404 | 2,930 | 515 | 3,445 |
| Architects and landscape architects | 3 | 8 | 11 | — | 4 | — | — | 4 | 0 | 3 | 5 | 8 | 10,803 | — | 14 | 3 | 10,820 | 10,843 | 2,258 | 13,101 |
| Architectural associate | — | 4 | 4 | — | 4 | — | 3 | 7 | 0 | 3 | 0 | 3 | 4,162 | 3 | 3 | — | 4,168 | 4,182 | 2,230 | 6,412 |
| Designers and illustrators n.f.d. | 5 | 35 | 40 | 25 | 6 | 4 | 14 | 49 | 67 | 16 | 3 | 86 | 479 | 3 | 3 | 13 | 498 | 673 | 2,574 | 3,247 |
| Fashion designer | 15 | — | 15 | 19 | 0 | — | 46 | 65 | 5 | 16 | 12 | 33 | 14 | 3 | — | 6 | 23 | 136 | 2,435 | 2,571 |
| Graphic designer | 22 | 274 | 296 | 224 | 133 | 19 | 48 | 424 | 1,706 | 260 | 41 | 2,007 | 7,520 | 22 | 15 | 160 | 7,717 | 10,444 | 10,700 | 21,144 |
| Illustrator | — | 257 | 257 | 200 | 8 | — | — | 208 | 137 | 53 | 47 | 237 | 278 | — | 5 | 7 | 290 | 992 | 503 | 1,495 |
| Interior designer | 3 | — | 3 | — | 3 | — | — | 3 | 6 | 0 | 0 | 6 | 712 | — | — | — | 712 | 724 | 3,004 | 3,728 |
| Signwriter | — | 15 | 15 | — | 0 | — | — | 0 | 6 | 0 | 0 | 6 | 3,478 | — | 3 | 3 | 3,484 | 3,505 | 2,019 | 5,524 |
| Urban and regional planner | 3 | — | 3 | — | 5 | — | — | 5 | 3 | 0 | 0 | 3 | 852 | — | 97 | — | 949 | 960 | 4,466 | 5,426 |
| Designers, Architects | 54 | 598 | 652 | 496 | 166 | 23 | 115 | 800 | 2,224 | 537 | 111 | 2,872 | 30,685 | 31 | 140 | 209 | 31,065 | 35,389 | 30,704 | 66,093 |
| Journalists and related professionals n.e.c. | 5 | 198 | 203 | 8 | 0 | 22 | 3 | 33 | 464 | 209 | 0 | 673 | 33 | 7 | 3 | 17 | 60 | 969 | 650 | 1,619 |
| Journalists and related professionals n.f.d. | — | 309 | 309 | 4 | 7 | 3 | 3 | 17 | 290 | 233 | 0 | 523 | 24 | 5 | — | 14 | 43 | 892 | 477 | 1,369 |
| Media presenters n.f.d. | 3 | 3 | 6 | 7 | 0 | — | 6 | 13 | 0 | 29 | 0 | 29 | 30 | — | — | — | 30 | 78 | 45 | 123 |
| Print journalist | 3 | 276 | 279 | 3 | 9 | — | 3 | 15 | 4,831 | 13 | 0 | 4,844 | 48 | 6 | — | 64 | 118 | 5,256 | 270 | 5,526 |
| Proof reader | — | 6 | 6 | — | 10 | — | — | 10 | 164 | 0 | 0 | 164 | 46 | — | — | 12 | 58 | 238 | 281 | 519 |
| Radio journalist | — | 8 | 8 | — | 0 | — | — | 0 | 6 | 562 | 0 | 568 | 6 | — | — | — | 6 | 582 | 35 | 617 |
| Radio presenter | 168 | 172 | 340 | — | 16 | — | 9 | 25 | 3 | 979 | 0 | 982 | 69 | — | — | 8 | 77 | 1,424 | 657 | 2,081 |
| Television journalist | — | 11 | 11 | 8 | 0 | — | — | 8 | 16 | 880 | 0 | 896 | 10 | — | — | 3 | 13 | 928 | 42 | 970 |
| Television presenter | — | 5 | 5 | 7 | 6 | — | 3 | 16 | 0 | 270 | 3 | 273 | 14 | — | — | — | 14 | 308 | 67 | 375 |
| Journalists, Presenters, Editors | 179 | 988 | 1,167 | 37 | 48 | 25 | 27 | 137 | 5,774 | 3,175 | 3 | 8,952 | 280 | 18 | 3 | 118 | 419 | 10,675 | 2,524 | 13,199 |

Appendix Table 1: (continued)

| Cultural industry | CORE CREATIVE ARTS | | | OTHER CORE CREATIVE INDUSTRIES | | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | | Total cultural industries | Other industries | Total all industries | |
|---|------------------------------|---------------|--------------------|--------------------------------|------------------|----------------------|--------------------------|--------------------------------|----------------------|---------------|----------------------------------|---------------------------|---------------------------------------|-------------------------|-----------------------|-------------------------------|---------------------------|------------------|----------------------|--------------------|
| | Music and theatre production | Creative arts | CORE CREATIVE ARTS | Film and video publishing | Museum Libraries | Photographic studios | Services to the arts (1) | OTHER CORE CREATIVE INDUSTRIES | Publishing /Printing | Radio/ TV | Film distribution and exhibition | WIDER CULTURAL INDUSTRIES | Architecture, Advertising, Commercial | Religious organisations | Parks and gardens (2) | Other cultural industries (3) | | | | RELATED INDUSTRIES |
| Media producer | 247 | 41 | 288 | 1,107 | 9 | 12 | 130 | 1,258 | 368 | 2,126 | 54 | 2,548 | 1,315 | 8 | — | 35 | 1,358 | 5,452 | 786 | 6,238 |
| Media producers and artistic directors n.f.d. | 6 | — | 6 | 9 | 0 | — | 6 | 15 | 3 | 13 | 5 | 21 | 13 | — | — | — | 13 | 55 | 28 | 83 |
| Program director (radio or TV) | 3 | np | 3 | 8 | 0 | — | np | 8 | 0 | 910 | 0 | 910 | 28 | — | — | 3 | 31 | 952 | 72 | 1,024 |
| Producers | 256 | 41 | 297 | 1,124 | 9 | 12 | 136 | 1,281 | 371 | 3,049 | 59 | 3,479 | 1,356 | 8 | 0 | 38 | 1,402 | 6,459 | 886 | 7,345 |
| Classified advertising clerk | — | — | 0 | — | 0 | — | — | 0 | 459 | 7 | 0 | 466 | 184 | — | — | 21 | 205 | 671 | 140 | 811 |
| Environment, parks and land care manager | — | — | 0 | — | 0 | — | — | 0 | 0 | 0 | 0 | 8 | 3 | 239 | — | — | 250 | 250 | 2,079 | 2,329 |
| Librarian | 11 | np | 11 | 6 | 3,032 | 10 | np | 3,048 | 115 | 95 | 22 | 232 | 51 | 40 | 11 | 66 | 168 | 3,459 | 6,847 | 10,306 |
| Library assistant | 3 | — | 3 | — | 3,097 | — | — | 3,097 | 35 | 28 | 17 | 80 | 3 | 15 | — | 73 | 91 | 3,271 | 5,123 | 8,394 |
| Minister of religion | — | — | 0 | — | 3 | — | 3 | 6 | 7 | 3 | 0 | 10 | — | 12,199 | 3 | 14 | 12,216 | 12,232 | 2,007 | 14,239 |
| Museum or gallery curator | 4 | 11 | 15 | — | 548 | — | 7 | 555 | 0 | 0 | 0 | 0 | 3 | 3 | 3 | 3 | 12 | 582 | 266 | 848 |
| Park ranger | — | — | 0 | — | 3 | — | — | 3 | 0 | 0 | 0 | — | — | 1,109 | — | — | 1,109 | 1,112 | 494 | 1,606 |
| Stage manager | 96 | — | 96 | 3 | 7 | — | 32 | 42 | 0 | 68 | 39 | 107 | — | — | 6 | 3 | 9 | 254 | 341 | 595 |
| Theatre or cinema manager | 74 | — | 74 | 6 | 4 | — | 66 | 76 | 0 | 4 | 844 | 848 | — | — | 3 | — | 3 | 1,001 | 204 | 1,205 |
| Ticket collector or usher | 76 | — | 76 | 8 | 5 | 3 | 156 | 172 | 0 | 0 | 1,627 | 1,627 | 5 | — | 28 | 4 | 37 | 1,912 | 1,288 | 3,200 |
| Managers, Librarians, Curators, Administrators | 264 | 11 | 275 | 23 | 6,699 | 13 | 264 | 6,999 | 616 | 205 | 2,549 | 3,370 | 254 | 12,260 | 1,402 | 184 | 14,100 | 24,744 | 18,789 | 43,533 |
| Library technician | — | — | 0 | — | 2,604 | — | — | 2,604 | 0 | 8 | 7 | 15 | — | 3 | 4 | 11 | 18 | 2,637 | 3,495 | 6,132 |
| Light technician | 82 | — | 82 | 39 | 0 | — | 163 | 202 | 3 | 49 | 67 | 119 | 9 | 3 | — | — | 12 | 415 | 436 | 851 |
| Museum or art gallery technician | — | — | 0 | — | 124 | — | — | 124 | 0 | 0 | 0 | 0 | — | — | — | — | 0 | 124 | 89 | 213 |
| Piano tuner | 3 | — | 3 | — | 0 | — | — | 0 | 0 | 0 | 0 | 0 | — | — | — | 5 | 5 | 8 | 349 | 357 |
| Printing hand | — | — | 0 | — | 3 | 3 | — | 6 | 1,484 | 3 | 0 | 1,487 | 94 | — | 3 | 60 | 157 | 1,650 | 4,709 | 6,359 |
| Printing tradesperson | — | 14 | 14 | 57 | 24 | 14 | 4 | 99 | 4,571 | 7 | 17 | 4,595 | 784 | 8 | 3 | 202 | 997 | 5,705 | 21,973 | 27,678 |
| Sound technician | 158 | 10 | 168 | 148 | 33 | 3 | 556 | 740 | 6 | 515 | 44 | 565 | 45 | 8 | — | 76 | 129 | 1,602 | 2,038 | 3,640 |
| Technical director | 5 | — | 5 | 6 | 0 | — | 13 | 19 | 0 | 109 | 4 | 113 | 7 | — | — | — | 7 | 144 | 47 | 191 |
| Technical writer | — | 142 | 142 | — | 0 | — | — | 0 | 97 | 8 | 0 | 105 | 16 | — | — | 13 | 29 | 276 | 1,365 | 1,641 |
| Technicians | 248 | 166 | 414 | 250 | 2,788 | 20 | 736 | 3,794 | 6,161 | 699 | 139 | 6,999 | 955 | 22 | 10 | 367 | 1,354 | 12,561 | 34,501 | 47,062 |
| Archivist | 3 | — | 3 | — | 228 | — | 3 | 231 | 4 | 29 | 0 | 33 | 3 | 27 | 3 | — | 33 | 300 | 499 | 799 |
| Broadcast transmitter operator | 3 | — | 3 | 15 | 6 | — | — | 21 | 0 | 249 | 0 | 249 | 10 | 3 | — | — | 13 | 286 | 31 | 317 |
| Camera operator (film, TV or video) | — | — | 0 | 325 | 0 | 26 | 3 | 354 | 3 | 799 | 17 | 819 | 21 | — | — | 14 | 35 | 1,208 | 198 | 1,406 |
| Conservator | — | 3 | 3 | — | 194 | — | 8 | 202 | 0 | 0 | 0 | 0 | — | — | 9 | — | 9 | 214 | 191 | 405 |
| Desktop publishing operator | 3 | 7 | 10 | 3 | 7 | — | — | 10 | 305 | 0 | 0 | 305 | 158 | 8 | 3 | 26 | 195 | 520 | 1,370 | 1,890 |
| Film or video editor | — | 3 | 3 | 477 | 0 | 7 | 5 | 489 | 3 | 734 | 9 | 746 | 29 | — | — | 11 | 40 | 1,278 | 124 | 1,402 |
| Historian | — | 66 | 66 | — | 56 | 3 | 3 | 62 | 8 | 3 | 0 | 11 | 7 | 3 | 5 | — | 15 | 154 | 418 | 572 |
| Interpreter | — | — | 0 | — | 7 | — | — | 7 | 0 | 5 | 0 | 5 | — | 3 | 9 | — | 12 | 24 | 2,105 | 2,129 |
| Make up artist | 4 | 24 | 28 | 35 | 3 | 34 | 11 | 83 | 0 | 97 | 0 | 97 | 11 | — | — | 3 | 14 | 222 | 541 | 763 |
| Motion picture projectionist | 3 | — | 3 | 4 | 0 | — | 3 | 7 | 0 | 3 | 850 | 853 | — | — | — | — | 0 | 863 | 51 | 914 |
| Museum or gallery attendant | — | 6 | 6 | — | 571 | — | 3 | 574 | 0 | 0 | 0 | 0 | — | — | 4 | — | 4 | 584 | 277 | 861 |
| Performing arts support workers n.e.c. | 26 | 3 | 29 | 209 | 7 | 3 | 19 | 238 | 0 | 158 | 42 | 200 | 7 | — | — | — | 7 | 474 | 157 | 631 |
| Performing arts support workers n.f.d. | 15 | 5 | 20 | 18 | 0 | 3 | 17 | 38 | 0 | 52 | 12 | 64 | 4 | — | — | 3 | 7 | 129 | 99 | 228 |
| Photographer's assistant | — | 6 | 6 | 7 | 7 | 168 | — | 182 | 24 | 0 | 3 | 27 | 56 | — | — | 3 | 59 | 274 | 263 | 537 |
| Picture framer | — | 13 | 13 | — | 11 | 8 | 3 | 22 | 3 | 0 | 0 | 3 | 3 | — | — | 15 | 18 | 56 | 2,412 | 2,468 |
| Production assistant (film, TV or radio) | 5 | 3 | 8 | 254 | 0 | 3 | 9 | 266 | 9 | 496 | 19 | 524 | 35 | — | — | 3 | 38 | 836 | 98 | 934 |
| Production assistant (theatre) | 12 | 3 | 15 | 3 | 0 | — | 9 | 12 | 0 | 3 | 10 | 13 | — | — | — | — | 0 | 40 | 46 | 86 |
| Television equipment operator | — | — | 0 | 40 | 0 | — | — | 40 | 0 | 225 | 6 | 231 | 4 | — | — | 23 | 27 | 298 | 61 | 359 |
| Translator | — | 4 | 4 | — | 3 | 3 | — | 6 | 15 | 39 | 0 | 54 | 3 | 14 | — | 3 | 20 | 84 | 877 | 961 |
| Visual merchandiser | 3 | — | 3 | 3 | 6 | 3 | 5 | 17 | 9 | 0 | 0 | 9 | 184 | — | 3 | 96 | 283 | 312 | 2,396 | 2,708 |
| Support Personnel | 77 | 146 | 223 | 1,393 | 1,106 | 261 | 101 | 2,861 | 383 | 2,892 | 968 | 4,243 | 535 | 58 | 36 | 200 | 829 | 8,156 | 12,214 | 20,370 |
| TOTAL OTHER CULTURAL OCCUPATIONS | 1,078 | 1,950 | 3,028 | 3,323 | 10,816 | 354 | 1,379 | 15,872 | 15,529 | 10,557 | 3,829 | 29,915 | 34,065 | 12,397 | 1,591 | 1,116 | 49,169 | 97,984 | 99,618 | 197,602 |
| TOTAL CULTURAL OCCUPATIONS | 8,296 | 7,935 | 16,231 | 5,092 | 11,440 | 3,670 | 1,905 | 22,107 | 20,357 | 12,705 | 4,485 | 37,547 | 35,577 | 12,650 | 1,640 | 1,506 | 51,373 | 127,258 | 132,585 | 259,843 |
| OTHER OCCUPATIONS | 2,523 | 1,398 | 3,921 | 2,596 | 6,406 | 1,197 | 3,726 | 13,925 | 25,404 | 11,814 | 6,638 | 43,856 | 31,785 | 11,735 | 8,690 | 58,030 | 110,240 | 171,942 | 7,866,755 | 8,038,697 |
| TOTAL EMPLOYMENT | 10,819 | 9,339 | 20,158 | 7,688 | 17,846 | 4,867 | 5,631 | 36,032 | 45,761 | 24,519 | 11,123 | 81,403 | 67,362 | 24,385 | 10,330 | 59,536 | 161,613 | 299,200 | 7,999,340 | 8,298,540 |
| % Creative Occ in Total Employment | 66.7% | 64.1% | 65.5% | 23.0% | 3.5% | 68.1% | 9.3% | 17.3% | 10.6% | 8.8% | 5.9% | 9.4% | 2.2% | 1.0% | 0.5% | 0.7% | 1.4% | 9.8% | 0.4% | 0.8% |
| % All Cultural Occ in Total Employment | 76.7% | 85.0% | 80.5% | 66.2% | 64.1% | 75.4% | 33.8% | 61.4% | 44.5% | 51.8% | 40.3% | 46.1% | 52.8% | 51.9% | 15.9% | 2.5% | 31.8% | 42.5% | 1.7% | 3.1% |
| Industry Value Added 02/03 in mio AU\$ | 282 | 243 | 525 | 648 | 1,285 | 235 | 147 | 2,314 | 4,670 | 2,392 | 479 | 7,541 | 4,540 | 812 | 89 | 13,161 | 18,601 | 28,982 | 469,816 | 498,797 |

(1) Comprises Sound recording studios, Performing arts venues, Services to the arts n.e.c. and Services to the arts undefined.

(2) Comprises Zoological and botanic gardens, Recreational parks and gardens and Parks and gardens undefined.

(3) Comprises Record media manufacturing and publishing, Book and magazine wholesaling, Newspaper, book and stationery retailing, Recorded music retailing and Video hire outlets.

Sources: Employment Data: ABS Employment in Culture 6273.0 2001; Industry Value Added; 8155.0 Australian Industry Experimental Estimates Industry Performance by ANZSIC Class, 2002-2003

Appendix Table 2: Employment in cultural occupations and industries in Canada 2001

| Cultural industry | CORE CREATIVE ARTS | | OTHER CORE CREATIVE INDUSTRIES | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | Total Cultural Industries | Other Industries | Total All Industries |
|--|--|--------------------|--------------------------------|---------------------------|--------------------------------|---------------------------|--------------------------------------|---|---------------------------|--|------------------------------|--|--------------------|---------------------------|------------------|----------------------|
| | Performing arts, spectator sports and related industries | CORE CREATIVE ARTS | Heritage institutions | Photographic services (1) | OTHER CORE CREATIVE INDUSTRIES | Printing/Publishing | Broadcasting and tele-communications | Motion picture and sound recording industries | WIDER CULTURAL INDUSTRIES | Professional, scientific and technical services(2) | Clothing, Fashion, Design(3) | Religious, grant-making, civic, and professional and similar organizations | RELATED INDUSTRIES | | | |
| Cultural occupation | | | | | | | | | | | | | | | | |
| Painters, sculptors and other visual artists | 4,335 | 4,335 | 85 | 0 | 85 | 170 | 0 | 55 | 225 | 185 | 0 | 0 | 185 | 4,830 | 620 | 5,450 |
| Photographers | 555 | 555 | 0 | 4,330 | 4,330 | 585 | 0 | 0 | 585 | 0 | 0 | 0 | 0 | 5,470 | 320 | 5,790 |
| Theatre, fashion, exhibit and other creative designers | 245 | 245 | 150 | 0 | 150 | 0 | 45 | 140 | 185 | 1,035 | 1,295 | 0 | 2,330 | 2,910 | 1,750 | 4,660 |
| Artisans and craftspersons | 945 | 945 | 10 | 0 | 10 | 135 | 0 | 0 | 135 | 300 | 135 | 0 | 435 | 1,525 | 6,055 | 7,580 |
| Painters, sculptors, photographers, artisans, craftspersons, creative designers | 6,080 | 6,080 | 245 | 4,330 | 4,575 | 890 | 45 | 195 | 1,130 | 1,520 | 1,430 | 0 | 2,950 | 14,735 | 8,745 | 23,480 |
| Authors and writers | 2,950 | 2,950 | 30 | 0 | 30 | 1,030 | 645 | 375 | 2,050 | 2,395 | 25 | 165 | 2,585 | 7,615 | 2,390 | 10,005 |
| Editors | 60 | 60 | 0 | 0 | 0 | 4,450 | 625 | 225 | 5,300 | 430 | 25 | 255 | 710 | 6,070 | 1,600 | 7,670 |
| Writers, Editors | 3,010 | 3,010 | 30 | 0 | 30 | 5,480 | 1,270 | 600 | 7,350 | 2,825 | 50 | 420 | 3,295 | 13,685 | 3,990 | 17,675 |
| Conductors, composers and arrangers | 440 | 440 | 0 | 0 | 0 | 0 | 25 | 140 | 165 | 0 | 0 | 145 | 145 | 750 | 220 | 970 |
| Musicians and singers | 2,980 | 2,980 | 0 | 0 | 0 | 0 | 0 | 175 | 175 | 0 | 0 | 230 | 230 | 3,385 | 2,260 | 5,645 |
| Musicians, Composers, Conductors, Singers | 3,420 | 3,420 | 0 | 0 | 0 | 0 | 25 | 315 | 340 | 0 | 0 | 375 | 375 | 4,135 | 2,480 | 6,615 |
| Dancers | 260 | 260 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 260 | 935 | 1,195 |
| Dancers | 260 | 260 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 260 | 935 | 1,195 |
| Actors and comedians | 1,020 | 1,020 | 0 | 0 | 0 | 0 | 0 | 225 | 225 | 0 | 0 | 0 | 0 | 1,245 | 135 | 1,380 |
| Other performers | 475 | 475 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 0 | 50 | 525 | 390 | 915 |
| Actors | 1,495 | 1,495 | 0 | 0 | 0 | 0 | 0 | 225 | 225 | 50 | 0 | 0 | 50 | 1,770 | 525 | 2,295 |
| Producers, directors, choreographers and related occupations | 1,385 | 1,385 | 15 | 0 | 15 | 95 | 3,585 | 3,960 | 7,640 | 490 | 0 | 105 | 595 | 9,635 | 765 | 10,400 |
| Producers, directors, choreographers | 1,385 | 1,385 | 15 | 0 | 15 | 95 | 3,585 | 3,960 | 7,640 | 490 | 0 | 105 | 595 | 9,635 | 765 | 10,400 |
| CREATIVE OCCUPATIONS | 15,650 | 15,650 | 290 | 4,330 | 4,620 | 6,465 | 4,925 | 5,295 | 16,685 | 4,885 | 1,480 | 900 | 7,265 | 44,220 | 17,440 | 61,660 |
| Architecture and science managers | 0 | 0 | 50 | 0 | 50 | 0 | 25 | 0 | 25 | 2,510 | 55 | 70 | 2,635 | 2,710 | 2,210 | 4,920 |
| Architects | 0 | 0 | 0 | 0 | 0 | 0 | 35 | 0 | 35 | 7,755 | 0 | 50 | 7,805 | 7,840 | 1,175 | 9,015 |
| Landscape architects | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 765 | 0 | 0 | 765 | 765 | 700 | 1,465 |
| Urban and land use planners | 0 | 0 | 35 | 0 | 35 | 0 | 0 | 0 | 0 | 920 | 0 | 45 | 965 | 1,000 | 3,795 | 4,795 |
| Web designers and developers | 0 | 0 | 0 | 0 | 0 | 520 | 465 | 60 | 1,045 | 6,260 | 40 | 165 | 6,465 | 7,510 | 4,095 | 11,605 |
| Architectural technologists and technicians | 0 | 0 | 0 | 0 | 0 | 0 | 25 | 0 | 25 | 2,650 | 0 | 35 | 2,685 | 2,710 | 1,380 | 4,090 |
| Industrial designers | 0 | 0 | 0 | 0 | 0 | 40 | 65 | 0 | 105 | 1,705 | 130 | 0 | 1,835 | 1,940 | 5,085 | 7,025 |
| Graphic designers and illustrators | 535 | 535 | 50 | 0 | 50 | 5,590 | 530 | 810 | 6,930 | 12,885 | 305 | 165 | 13,355 | 20,870 | 6,050 | 26,920 |
| Interior designers | 0 | 0 | 0 | 0 | 0 | 0 | 35 | 0 | 35 | 3,485 | 55 | 0 | 3,540 | 3,575 | 2,665 | 6,240 |
| Patternmakers, textile, leather and fur products | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 155 | 80 | 0 | 235 | 235 | 1,300 | 1,535 |
| Designers, Architects | 535 | 535 | 135 | 0 | 135 | 6,150 | 1,180 | 870 | 8,200 | 39,090 | 665 | 530 | 40,285 | 49,155 | 28,455 | 77,610 |
| Journalists | 510 | 510 | 0 | 0 | 0 | 3,745 | 2,075 | 310 | 6,130 | 205 | 0 | 50 | 255 | 6,895 | 675 | 7,570 |
| Professional occupations in public relations and communications | 980 | 980 | 260 | 0 | 260 | 310 | 735 | 300 | 1,345 | 2,905 | 85 | 2,225 | 5,215 | 7,800 | 8,810 | 16,610 |
| Announcers and other broadcasters | 335 | 335 | 0 | 0 | 0 | 0 | 3,020 | 135 | 3,155 | 40 | 0 | 0 | 40 | 3,530 | 540 | 4,070 |
| Journalists, Presenters, Editors | 1,825 | 1,825 | 260 | 0 | 260 | 4,055 | 5,830 | 745 | 10,630 | 3,150 | 85 | 2,275 | 5,510 | 18,225 | 10,025 | 28,250 |
| Sales, marketing and advertising managers | 705 | 705 | 130 | 0 | 130 | 4,895 | 4,775 | 535 | 10,205 | 13,600 | 7,070 | 1,360 | 22,030 | 33,070 | 79,445 | 112,515 |
| Library, archive, museum and art gallery managers | 40 | 40 | 960 | 0 | 960 | 30 | 55 | 0 | 85 | 0 | 20 | 80 | 100 | 1,185 | 1,790 | 2,975 |
| Managers, publishing, motion pictures, broadcasting and performing arts | 665 | 665 | 20 | 0 | 20 | 3,125 | 1,825 | 1,475 | 6,425 | 340 | 70 | 130 | 540 | 7,650 | 715 | 8,365 |
| Recreation and sports program and service directors | 545 | 545 | 20 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 560 | 560 | 1,125 | 5,405 | 6,530 |
| Supervisors, library, correspondence and related information clerks | 0 | 0 | 20 | 0 | 20 | 230 | 625 | 0 | 855 | 735 | 145 | 90 | 970 | 1,845 | 6,705 | 8,550 |
| Library clerks | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 55 | 0 | 25 | 80 | 80 | 2,715 | 2,795 |
| Librarians | 0 | 0 | 35 | 0 | 35 | 60 | 115 | 15 | 190 | 275 | 0 | 75 | 350 | 575 | 6,220 | 6,795 |
| Conservators and curators | 75 | 75 | 725 | 0 | 725 | 0 | 0 | 0 | 0 | 100 | 0 | 30 | 130 | 930 | 485 | 1,415 |
| Archivists | 0 | 0 | 150 | 0 | 150 | 20 | 90 | 50 | 160 | 125 | 0 | 50 | 175 | 485 | 920 | 1,405 |
| Managers, Librarians, Curators, Administrators | 2,030 | 2,030 | 2,060 | 0 | 2,060 | 8,360 | 7,485 | 2,075 | 17,920 | 15,230 | 7,305 | 2,400 | 24,935 | 46,945 | 104,400 | 151,345 |

Appendix Table 2: (continued)

| Cultural industry | CORE CREATIVE ARTS | | OTHER CORE CREATIVE INDUSTRIES | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | Total Cultural Industries | Other Industries | Total All Industries |
|---|--|--------------------|--------------------------------|---------------------------|--------------------------------|---------------------------|--------------------------------------|---|---------------------------|--|------------------------------|--|--------------------|---------------------------|------------------|----------------------|
| | Performing arts, spectator sports and related industries | CORE CREATIVE ARTS | Heritage institutions | Photographic services (1) | OTHER CORE CREATIVE INDUSTRIES | Printing/Publishing | Broadcasting and tele-communications | Motion picture and sound recording industries | WIDER CULTURAL INDUSTRIES | Professional, scientific and technical services(2) | Clothing, Fashion, Design(3) | Religious, grant-making, civic, and professional and similar organizations | RELATED INDUSTRIES | | | |
| Cultural occupation | | | | | | | | | | | | | | | | |
| Drafting technologists and technicians | 0 | 0 | 30 | 0 | 30 | 125 | 400 | 0 | 525 | 9,475 | 0 | 30 | 9,505 | 10,060 | 10,965 | 21,025 |
| Land survey technologists and technicians | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,150 | 0 | 0 | 1,150 | 1,150 | 815 | 1,965 |
| Technical occupations related to museums and art galleries | 190 | 190 | 780 | 0 | 780 | 0 | 0 | 0 | 0 | 30 | 0 | 30 | 60 | 1,030 | 500 | 1,530 |
| Graphic arts technicians | 15 | 15 | 0 | 0 | 0 | 1,480 | 35 | 120 | 1,635 | 1,595 | 75 | 0 | 1,670 | 3,320 | 1,630 | 4,950 |
| Broadcast technicians | 0 | 0 | 0 | 0 | 0 | 0 | 1,665 | 130 | 1,795 | 70 | 0 | 0 | 70 | 1,865 | 235 | 2,100 |
| Audio and video recording technicians | 335 | 335 | 40 | 0 | 40 | 60 | 945 | 2,065 | 3,070 | 190 | 30 | 55 | 275 | 3,720 | 920 | 4,640 |
| Other technical and co-ordinating occupations in motion pictures, broadcasting and the perf. arts | 595 | 595 | 0 | 0 | 0 | 35 | 530 | 895 | 1,460 | 145 | 0 | 35 | 180 | 2,235 | 525 | 2,760 |
| Photographic and film processors | 0 | 0 | 0 | 394 | 394 | 350 | 0 | 170 | 520 | 26 | 60 | 35 | 121 | 1,035 | 3,145 | 4,180 |
| Technicians | 1,135 | 1,135 | 850 | 394 | 1,244 | 2,050 | 3,575 | 3,380 | 9,005 | 12,681 | 165 | 185 | 13,031 | 24,415 | 18,735 | 43,150 |
| Translators, terminologists and interpreters | 20 | 20 | 25 | 0 | 25 | 100 | 110 | 10 | 220 | 2,925 | 65 | 165 | 3,155 | 3,420 | 2,670 | 6,090 |
| Library and archive technicians and assistants | 0 | 0 | 60 | 0 | 60 | 60 | 65 | 0 | 125 | 160 | 0 | 70 | 230 | 415 | 6,615 | 7,030 |
| Film and video camera operators | 65 | 65 | 0 | 0 | 0 | 0 | 1,090 | 630 | 1,720 | 0 | 0 | 0 | 0 | 1,785 | 15 | 1,800 |
| Support occupations in motion pictures, broadcasting and the performing arts | 345 | 345 | 0 | 0 | 0 | 0 | 185 | 120 | 305 | 70 | 0 | 30 | 100 | 750 | 1,070 | 1,820 |
| Support Personnel | 430 | 430 | 85 | 0 | 85 | 160 | 1,450 | 760 | 2,370 | 3,155 | 65 | 265 | 3,485 | 6,370 | 10,370 | 16,740 |
| OTHER CULTURAL OCCUPATIONS | 5,955 | 5,955 | 3,390 | 394 | 3,784 | 20,775 | 19,520 | 7,830 | 48,125 | 73,306 | 8,285 | 5,655 | 87,246 | 145,110 | 171,985 | 317,095 |
| TOTAL CULTURAL OCCUPATIONS | 21,605 | 21,605 | 3,680 | 4,724 | 8,404 | 27,240 | 24,445 | 13,125 | 64,810 | 78,206 | 9,775 | 6,555 | 94,536 | 189,355 | 197,170 | 386,525 |
| OTHER OCCUPATIONS | 11,955 | 11,955 | 6,300 | 3,149 | 9,449 | 103,765 | 114,660 | 10,415 | 228,840 | 511,641 | 108,205 | 102,395 | 722,241 | 972,485 | 7,326,215 | 8,298,700 |
| TOTAL EMPLOYMENT | 33,560 | 33,560 | 9,980 | 7,873 | 17,853 | 131,005 | 139,105 | 23,540 | 293,650 | 589,847 | 117,980 | 108,950 | 816,777 | 1,161,840 | 7,523,385 | 8,685,225 |
| % Creative Occ in Total Employment | 46.6% | 46.6% | 2.9% | 55.0% | 25.9% | 4.9% | 3.5% | 22.5% | 5.7% | 0.8% | 1.3% | 0.8% | 0.9% | 3.8% | 0.2% | 0.7% |
| % All Cultural Occ in Total Employment | 64.4% | 64.4% | 36.9% | 60.0% | 47.1% | 20.8% | 17.6% | 55.8% | 22.1% | 13.3% | 8.3% | 6.0% | 11.6% | 16.3% | 2.6% | 4.5% |
| GDP at basic prices 2001 (in mio. of chained CA\$ (1997)) | 2,658 | 2,658 | 790 | 730 | 1,520 | 13,924 | 26,214 | 2,156 | 42,294 | 41,719 | 10,635 | 6,570 | 58,924 | 105,396 | 851,861 | 957,257 |

(1) Photographic services: photographers extracted from Professional, scientific and technical services.

(2) Includes: Legal services; Accounting, tax preparation, bookkeeping and payroll services; Architectural, engineering and related services; Specialized design services; Computer systems design and related services; Management, scientific and technical consulting services; Scientific research and development services; Advertising and related services; and Other professional, scientific and technical services.

(3) Includes: Textile, clothing and footwear wholesaler-distributors; Home entertainment equipment and household appliance wholesaler-distributors; Home furnishings wholesaler-distributors; Personal goods wholesaler-distributors; and Pharmaceuticals, toiletries, cosmetics and sundries wholesaler-distributors.

*estimate

Sources: Employment data: Statistics Canada, 2001 Census, Cat. No. 97F0012XCB2001049; GDP at basic prices: Statistics Canada, CANSIM.

Appendix Table 4: Employment in cultural occupations and industries in the UK 2001

| Cultural industry | CORE CREATIVE ARTS | | OTHER CORE CREATIVE INDUSTRIES | | | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | Total Cultural Industries | Other Industries | Total All Industries |
|---|--|--------------------|-------------------------------------|--|------------------------------------|-----------------------|---|---------------------------|----------------|--|------------------------------------|--------------------|--|---------------------------|--------------------|---------------------------|-------------------|----------------------|
| | artistic and literacy creation & interpretation, live theatre, operation of arts facilities, dance halls, fair and amusement parks | CORE CREATIVE ARTS | Motion picture and video activities | Library; archives; museums and other cultural activities | Manufacture of musical instruments | Photographic services | OTHER CORE CREATIVE INDUSTRIES SUBTOTAL | Publishing / Printing | Radio/TV | Miscellaneous business activities not elsewhere classified (2) | WIDER CULTURAL INDUSTRIES SUBTOTAL | Advertising | Architectural and engineering activities and related technical consultancy | Clothing/ Fashion/ Design | RELATED INDUSTRIES | | | |
| Cultural occupation | | | | | | | | | | | | | | | | | | |
| Artists | 4,914 | 4,914 | 679 | 588 | 5 | 0 | 1,272 | 1,906 | 770 | 1,494 | 4,170 | 584 | 1,108 | 314 | 2,006 | 12,362 | 11,645 | 24,007 |
| Photographers and audio-visual equipment operators | 3,508 | 3,508 | 3,004 | 447 | 6 | 13,869 | 17,326 | 2,931 | 6,368 | 0 | 9,299 | 647 | 818 | 63 | 1,528 | 31,661 | 13,469 | 45,130 |
| Glass and ceramics makers, decorators and finishers | 268 | 268 | 6 | 19 | 6 | 0 | 31 | 106 | 20 | 132 | 258 | 6 | 106 | 142 | 254 | 811 | 22,324 | 23,135 |
| Furniture makers, other craft woodworkers | 164 | 164 | 14 | 155 | 64 | 0 | 233 | 194 | 34 | 530 | 758 | 13 | 92 | 2,395 | 2,500 | 3,655 | 39,866 | 43,521 |
| Painters, sculptors, photographers, artisans, craftpersons, creative designers | 8,854 | 8,854 | 3,703 | 1,209 | 81 | 0 | 4,993 | 5,137 | 7,192 | 16,025 | 28,354 | 1,250 | 2,124 | 2,914 | 6,288 | 48,489 | 87,304 | 135,793 |
| Authors, writers | 7,359 | 7,359 | 450 | 272 | 3 | 0 | 725 | 6,061 | 1,535 | 6,506 | 14,102 | 1,919 | 758 | 102 | 2,779 | 24,965 | 19,177 | 44,142 |
| Writers, Editors | 7,359 | 7,359 | 450 | 272 | 3 | 0 | 725 | 6,061 | 1,535 | 6,506 | 14,102 | 1,919 | 758 | 102 | 2,779 | 24,965 | 19,177 | 44,142 |
| Musicians | 14,167 | 14,167 | 121 | 67 | 65 | 0 | 253 | 358 | 908 | 482 | 1,748 | 161 | 314 | 41 | 516 | 16,684 | 10,188 | 26,872 |
| Musicians, Composers, Conductors, Singers | 14,167 | 14,167 | 121 | 67 | 65 | 0 | 253 | 358 | 908 | 482 | 1,748 | 161 | 314 | 41 | 516 | 16,684 | 10,188 | 26,872 |
| Dancers and choreographers | 2,205 | 2,205 | 25 | 11 | 8 | 0 | 44 | 134 | 64 | 168 | 366 | 63 | 113 | 55 | 231 | 2,846 | 4,188 | 7,034 |
| Dancers, Choreographers | 2,205 | 2,205 | 25 | 11 | 8 | 0 | 44 | 134 | 64 | 168 | 366 | 63 | 113 | 55 | 231 | 2,846 | 4,188 | 7,034 |
| Actors, entertainers | 19,818 | 19,818 | 573 | 118 | 17 | 0 | 708 | 262 | 1,869 | 981 | 3,112 | 280 | 203 | 121 | 604 | 24,242 | 8,895 | 33,137 |
| Actors | 19,818 | 19,818 | 573 | 118 | 17 | 0 | 708 | 262 | 1,869 | 981 | 3,112 | 280 | 203 | 121 | 604 | 24,242 | 8,895 | 33,137 |
| Arts officers, producers and directors | 5,598 | 5,598 | 2,405 | 230 | 6 | 0 | 2,641 | 1,679 | 1,454 | 1,503 | 4,636 | 2,495 | 587 | 122 | 3,204 | 16,079 | 5,574 | 21,653 |
| Producers, Directors | 5,598 | 5,598 | 2,405 | 230 | 6 | 0 | 2,641 | 1,679 | 1,454 | 1,503 | 4,636 | 2,495 | 587 | 122 | 3,204 | 16,079 | 5,574 | 21,653 |
| CREATIVE OCCUPATIONS | 58,001 | 58,001 | 7,277 | 1,907 | 180 | 13,869 | 23,233 | 13,631 | 13,022 | 11,796 | 38,449 | 6,168 | 4,099 | 3,355 | 13,622 | 133,305 | 135,326 | 268,631 |
| Architects | 58 | 58 | 8 | 89 | 0 | 0 | 97 | 70 | 74 | 419 | 563 | 37 | 29,126 | 32 | 29,195 | 29,913 | 9,795 | 39,708 |
| Town planners | 4 | 4 | 0 | 32 | 0 | 0 | 32 | 0 | 20 | 51 | 71 | 13 | 4,603 | 0 | 4,616 | 4,723 | 3,199 | 7,922 |
| Architectural technologists and town planning technicians | 30 | 30 | 3 | 43 | 3 | 0 | 49 | 25 | 21 | 144 | 190 | 26 | 12,508 | 38 | 12,572 | 12,841 | 3,487 | 16,328 |
| Graphic designers | 1,658 | 1,658 | 331 | 295 | 10 | 0 | 636 | 14,552 | 975 | 4,487 | 20,014 | 6,901 | 15,944 | 533 | 23,378 | 45,686 | 34,168 | 79,854 |
| Product, clothing and related designers | 922 | 922 | 209 | 56 | 8 | 0 | 273 | 4,436 | 1,414 | 11,285 | 17,135 | 331 | 5,417 | 4,144 | 9,892 | 28,222 | 21,382 | 49,604 |
| Designers, Architects | 2,672 | 2,672 | 551 | 515 | 21 | 0 | 1,087 | 19,083 | 2,504 | 16,386 | 37,973 | 7,308 | 67,598 | 4,747 | 79,653 | 121,385 | 72,031 | 193,416 |
| Journalists, newspaper and periodical editors | 1,176 | 1,176 | 599 | 215 | 0 | 0 | 814 | 44,474 | 3,768 | 1,247 | 49,489 | 462 | 328 | 47 | 837 | 52,316 | 12,351 | 64,667 |
| Broadcasting associate professionals | 603 | 603 | 1,473 | 63 | 3 | 0 | 1,539 | 1,201 | 29,214 | 444 | 30,859 | 618 | 179 | 315 | 1,112 | 34,113 | 6,195 | 40,308 |
| Public relations officers | 550 | 550 | 136 | 533 | 3 | 0 | 672 | 887 | 851 | 693 | 2,431 | 1,137 | 645 | 51 | 1,833 | 5,486 | 26,676 | 32,162 |
| Journalists, Presenters, Editors | 2,329 | 2,329 | 2,208 | 811 | 6 | 0 | 3,025 | 46,562 | 33,833 | 2,384 | 82,779 | 2,217 | 1,152 | 413 | 3,782 | 91,915 | 45,222 | 137,137 |
| Advertising and public relations managers | 402 | 402 | 115 | 220 | 0 | 0 | 335 | 2,630 | 520 | 734 | 3,884 | 20,563 | 784 | 45 | 21,392 | 26,013 | 11,386 | 37,399 |
| Librarians | 80 | 80 | 71 | 8,057 | 0 | 0 | 8,128 | 440 | 601 | 132 | 1,173 | 30 | 261 | 7 | 298 | 9,679 | 15,103 | 24,782 |
| Archivists and curators | 239 | 239 | 20 | 4,232 | 0 | 0 | 4,252 | 104 | 98 | 150 | 352 | 13 | 103 | 35 | 151 | 4,994 | 3,714 | 8,708 |
| Library assistants/clerks | 74 | 74 | 29 | 22,642 | 0 | 0 | 22,671 | 526 | 270 | 100 | 896 | 18 | 82 | 22 | 122 | 23,763 | 15,530 | 39,293 |
| Managers, Librarians, Curators, Administrators | 795 | 795 | 235 | 35,151 | 0 | 0 | 35,386 | 3,700 | 1,489 | 1,116 | 6,305 | 20,624 | 1,230 | 109 | 21,963 | 64,449 | 45,733 | 110,182 |
| Musical instrument makers and tuners | 44 | 44 | 3 | 3 | 1,810 | 0 | 1,816 | 16 | 4 | 12 | 32 | 0 | 4 | 21 | 25 | 1,917 | 1,241 | 3,158 |
| Technicians | 44 | 44 | 3 | 3 | 1,810 | 0 | 1,816 | 16 | 4 | 12 | 32 | 0 | 4 | 21 | 25 | 1,917 | 1,241 | 3,158 |
| Originators, composers and print preparers | 238 | 238 | 86 | 9 | 3 | 0 | 98 | 7,905 | 113 | 213 | 8,231 | 227 | 150 | 88 | 465 | 9,032 | 2,054 | 11,086 |
| Printers | 58 | 58 | 66 | 27 | 3 | 0 | 96 | 25,555 | 80 | 1,613 | 27,248 | 170 | 142 | 652 | 964 | 28,366 | 12,820 | 41,186 |
| Bookbinders and print finishers | 36 | 36 | 59 | 108 | 3 | 0 | 170 | 21,616 | 35 | 4,080 | 25,731 | 106 | 50 | 188 | 344 | 26,281 | 4,622 | 30,903 |
| Screen printers | 20 | 20 | 0 | 3 | 0 | 0 | 3 | 2,979 | 12 | 81 | 3,072 | 98 | 34 | 610 | 742 | 3,837 | 2,077 | 5,914 |
| Photographer's assistant/technicians(3) | 0 | 0 | 0 | 0 | 0 | 1,261 | 1,261 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,261 | 0 | 1,261 |
| Support Personnel | 352 | 352 | 211 | 147 | 9 | 1,261 | 1,628 | 58,055 | 240 | 5,987 | 64,282 | 601 | 376 | 1,538 | 2,515 | 68,777 | 21,573 | 90,350 |
| OTHER CULTURAL OCCUPATIONS | 6,192 | 6,192 | 3,208 | 36,627 | 1,846 | 1,261 | 42,942 | 127,416 | 38,070 | 25,885 | 191,371 | 30,750 | 70,360 | 6,828 | 107,938 | 348,443 | 185,800 | 534,243 |
| TOTAL CULTURAL OCCUPATIONS | 64,193 | 64,193 | 10,485 | 38,534 | 2,026 | 15,130 | 66,175 | 141,047 | 51,092 | 37,681 | 229,820 | 36,918 | 74,459 | 10,183 | 121,560 | 481,748 | 321,126 | 802,874 |
| OTHER OCCUPATIONS | 74,830 | 74,830 | 24,357 | 66,597 | 2,123 | 10,087 | 103,164 | 290,524 | 153,881 | 225,490 | 669,895 | 64,467 | 316,501 | 284,667 | 665,635 | 1,513,524 | 24,259,377 | 25,772,901 |
| TOTAL EMPLOYMENT | 139,023 | 139,023 | 34,842 | 105,131 | 4,149 | 25,216 | 169,338 | 431,571 | 204,973 | 263,172 | 899,716 | 101,385 | 390,960 | 294,850 | 787,195 | 1,995,272 | 24,580,503 | 26,575,775 |
| % Creative Occ in Total Empl/Industry | 41.7% | 41.7% | 20.9% | 1.8% | 4.3% | 55.0% | 13.7% | 3.2% | 6.4% | 4.5% | 4.3% | 6.1% | 1.0% | 1.1% | 1.7% | 6.7% | 0.6% | 1.0% |
| % All Cultural Occ in Total Empl/Industry | 46.2% | 46.2% | 30.1% | 36.7% | 48.8% | 60.0% | 39.1% | 32.7% | 24.9% | 14.3% | 25.5% | 36.4% | 19.0% | 3.5% | 15.4% | 24.1% | 1.3% | 3.0% |
| Approx. Gross Value Added at basic prices (in mio. £) 2001 | 3221 | 3221 | 1558 | 102 | 42 | 1224* | 1702 | 16,298 | 9,910 | 12773 | 38,981 | 5542 | 14535 | 7,366 | 27,443 | 72,571 | 558709 | 631280 |

(1) Photographic services: photographers extracted from Miscellaneous business activities n.e.d.;

(2) Miscellaneous activities not elsewhere classified: Activities of exhibition, fair and conference organisers; secretarial and translation activities, call centre activities, credit reporting and collection agency activities, speciality design activities, packaging;

(3) estimate: Photographer's assistant/technician is not an occupation stated in the data we obtained; estimated is based on data from other countries (number of photographers in relation to number of photographer's assistants/technicians)

* estimate

Source: Employment Data: 2001 Census, [Key Statistics for Local Authorities]. Crown copyright 2004. Crown copyright material is reproduced with the permission of the Controller of HMSO: Gross Value Added: Annual Business Inquiry 2001;

Appendix Table 5: Employment in cultural occupations and industries in the USA 2004

| Cultural industry | CORE CREATIVE ARTS | | | OTHER CORE CREATIVE INDUSTRIES | | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | | Total Cultural Industries | Other Industries | Total All Industries | |
|--|------------------------------|--|--------------------|-------------------------------------|------------------|-----------------------|----------------------|--------------------------------|----------------------|---------------|----------------------------|---------------------------|----------------------------------|--|------------------------------|-------------------------|---------------------------|------------------|----------------------|--------------------|
| | Music and theatre production | Independent Artists, Writers, and Performers | CORE CREATIVE ARTS | Motion Picture and Video Industries | Museum Libraries | Photographic Services | Services to the arts | OTHER CORE CREATIVE INDUSTRIES | Publishing /Printing | Radio/TV | Sound Recording Industries | WIDER CULTURAL INDUSTRIES | Advertising and Related Services | Architectural, Engineering, and Related Services | Clothing, Fashioning, Design | Religious Organizations | | | | RELATED INDUSTRIES |
| Photographers | 60 | 260 | 320 | * | 160 | 36,180 | 0 | 36,340 | 6,420 | 120 | 0 | 6,540 | 390 | 220 | 250 | 0 | 860 | 44,060 | 11,390 | 55,450 |
| Craft Artists | 100 | 750 | 850 | 0 | 170 | 0 | 0 | 170 | 30 | 0 | 0 | 30 | 0 | 0 | 90 | 0 | 90 | 1,140 | 3,070 | 4,210 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 280 | 2,060 | 2,340 | 230 | 220 | 0 | 0 | 450 | 1,300 | 0 | 0 | 1,300 | * | 180 | 640 | 0 | 820 | 4,910 | 5,410 | 10,320 |
| Artists and Related Workers, All Other | 30 | 970 | 1,000 | 0 | 0 | 120 | 0 | 120 | 410 | 0 | 0 | 410 | 600 | 40 | 350 | 0 | 990 | 2,520 | 2,900 | 5,420 |
| Multi-Media Artists and Animators | 0 | 360 | 360 | 7,170 | 250 | 60 | 0 | 7,480 | 1,150 | 1,560 | 0 | 2,710 | 5,760 | 150 | 1,330 | 0 | 7,240 | 17,790 | 10,170 | 27,960 |
| Painters, Sculptors, Photographers, Craft Artists, Illustrators | 470 | 4,400 | 4,870 | 7,400 | 800 | 36,360 | 0 | 44,560 | 9,310 | 1,680 | 0 | 10,990 | 6,750 | 590 | 2,660 | 0 | 10,000 | 70,420 | 32,940 | 103,360 |
| Editors | 0 | 320 | 320 | 2,110 | 1,650 | 0 | 30 | 3,790 | 57,880 | 4,190 | 640 | 62,710 | 2,290 | 480 | 130 | 390 | 3,290 | 70,110 | 27,270 | 97,380 |
| Writers and Authors | 220 | 1,870 | 2,090 | 1,510 | 350 | 0 | 90 | 1,950 | 9,580 | 2,770 | * | 12,350 | 7,330 | 170 | 210 | 120 | 7,830 | 24,220 | 18,530 | 42,750 |
| Writers, Editors | 220 | 2,190 | 2,410 | 3,620 | 2,000 | 0 | 120 | 5,740 | 67,460 | 6,960 | 640 | 75,060 | 9,620 | 650 | 340 | 510 | 11,120 | 94,330 | 45,800 | 140,130 |
| Music Directors and Composers | 3,130 | 0 | 3,130 | 170 | 0 | 0 | 90 | 260 | 0 | 180 | 250 | 430 | 0 | 0 | 0 | 3,030 | 3,030 | 6,850 | 2,620 | 9,470 |
| Musicians and Singers | 29,060 | 700 | 29,760 | 340 | 0 | 0 | 1,610 | 1,950 | 0 | 0 | * | 0 | 0 | 0 | 0 | 7,320 | 7,320 | 39,030 | 13,320 | 52,350 |
| Musicians, Composers, Singers | 32,190 | 700 | 32,890 | 510 | 0 | 0 | 1,700 | 2,210 | 0 | 180 | 250 | 430 | 0 | 0 | 0 | 10,350 | 10,350 | 45,880 | 15,940 | 61,820 |
| Dancers | 4,590 | 780 | 5,370 | 0 | 0 | 0 | 350 | 350 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5,720 | 10,770 | 16,490 |
| Choreographers | 420 | * | 420 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 420 | 14,930 | 15,350 |
| Dancers, Choreographers | 5,010 | 780 | 5,790 | 0 | 0 | 0 | 350 | 350 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6,140 | 25,700 | 31,840 |
| Entertainers and Performers, Sports and Related Workers, All Other | 1,620 | 1,020 | 2,640 | 51,710 | 0 | 140 | 0 | 51,850 | 0 | 30 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 54,520 | 10,580 | 65,100 |
| Actors | 10,630 | 4,030 | 14,660 | 27,410 | 640 | 0 | 900 | 28,950 | 0 | 200 | 0 | 200 | 0 | 0 | 0 | 0 | 0 | 43,810 | 18,830 | 62,640 |
| Actors | 12,250 | 5,050 | 17,300 | 79,120 | 640 | 140 | 900 | 80,800 | 0 | 230 | 0 | 230 | 0 | 0 | 0 | 0 | 0 | 98,330 | 29,410 | 127,740 |
| Art Directors | 380 | 150 | 530 | 940 | 290 | 210 | 80 | 1,520 | 5,000 | 440 | 50 | 5,490 | 10,250 | 120 | 3,000 | 170 | 13,540 | 21,080 | 7,230 | 28,310 |
| Producers and Directors | 4,530 | 2,210 | 6,740 | 15,640 | 310 | 30 | 1,040 | 17,020 | 410 | 22,010 | 550 | 22,970 | 2,620 | 0 | 150 | 130 | 2,900 | 49,630 | 8,550 | 58,180 |
| Producers and Directors | 4,910 | 2,360 | 7,270 | 16,580 | 600 | 240 | 1,120 | 18,540 | 5,410 | 22,450 | 600 | 28,460 | 12,870 | 120 | 3,150 | 300 | 16,440 | 70,710 | 15,780 | 86,490 |
| CREATIVE OCCUPATIONS | 55,050 | 15,480 | 70,530 | 107,230 | 4,040 | 36,740 | 4,190 | 152,200 | 82,180 | 31,500 | 1,490 | 115,170 | 29,240 | 1,360 | 6,150 | 11,160 | 47,910 | 385,810 | 165,570 | 551,380 |
| Architects, except landscape and naval | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 81,460 | 840 | 0 | 82,300 | 82,300 | 14,240 | 96,540 |
| Landscape architects | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11,480 | 0 | 0 | 11,480 | 11,480 | 7,650 | 19,130 | |
| Commercial and Industrial Designers | 0 | 50 | 50 | 0 | 0 | * | 0 | 0 | 390 | 0 | 0 | 390 | 750 | 3,880 | 2,910 | 0 | 7,540 | 7,980 | 21,790 | 29,770 |
| Fashion Designers | 220 | 0 | 220 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4,580 | 0 | 4,580 | 4,580 | 4,800 | 8,390 | 13,190 |
| Floral Designers | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 290 | 0 | 290 | 290 | 64,490 | 64,780 | |
| Graphic Designers | 110 | 560 | 670 | 3,060 | 570 | 800 | 110 | 4,540 | 41,620 | 2,010 | 290 | 43,920 | 21,800 | 6,000 | 24,140 | 210 | 52,150 | 101,280 | 66,780 | 168,060 |
| Interior Designers | 0 | 0 | 0 | 0 | 0 | 80 | 0 | 80 | 0 | 0 | 0 | 0 | * | 8,200 | 14,980 | 0 | 23,180 | 23,260 | 23,690 | 46,950 |
| Set and Exhibit Designers | 1,750 | 570 | 2,320 | 260 | 670 | 670 | 360 | 1,960 | 90 | 70 | 30 | 190 | 250 | * | 240 | 0 | 490 | 4,960 | 3,800 | 8,760 |
| Designers, All Other | 0 | 180 | 180 | 80 | 150 | 130 | 0 | 360 | 270 | 0 | 0 | 270 | 740 | 380 | 1,220 | 0 | 2,340 | 3,150 | 9,400 | 12,550 |
| Designers, Architects | 2,080 | 1,360 | 3,440 | 3,400 | 1,390 | 1,680 | 470 | 6,940 | 42,370 | 2,080 | 320 | 44,770 | 23,540 | 11,400 | 49,200 | 210 | 184,350 | 239,500 | 220,230 | 459,730 |
| Reporters and Correspondents | 0 | 0 | 0 | 0 | 1,420 | 0 | 0 | 1,420 | 39,410 | 10,110 | 0 | 49,520 | 100 | 0 | 0 | 0 | 100 | 51,040 | 1,690 | 52,730 |
| Proofreaders and copy markers | 0 | 0 | 0 | 0 | 350 | 0 | 0 | 350 | 6,470 | 140 | 0 | 6,610 | 710 | 40 | 100 | 0 | 850 | 7,810 | 12,380 | 20,190 |
| Radio and Television Announcers | 120 | 220 | 340 | 70 | 0 | 0 | 70 | 140 | 70 | 38,340 | 0 | 38,410 | 340 | 0 | 0 | 70 | 410 | 39,300 | 1,840 | 41,140 |
| Public Address System and Other Announcers | 710 | 2,340 | 3,050 | 0 | 0 | 0 | 250 | 250 | 0 | 540 | 0 | 540 | 140 | 0 | 0 | 0 | 140 | 3,980 | 4,500 | 8,480 |
| Media and Communication Workers, All Other | 870 | 180 | 1,050 | 2,080 | 200 | 0 | 1,090 | 3,370 | 90 | 1,870 | 50 | 2,010 | 1,910 | 440 | 0 | 0 | 2,350 | 8,780 | 17,090 | 25,870 |
| Radio Operators | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 240 | 0 | 240 | 0 | 0 | 0 | 0 | 0 | 240 | 1,160 | 1,400 |
| Public Relations Specialists | 1,590 | 370 | 1,960 | 860 | 1,960 | * | 1,320 | 4,140 | 2,710 | 3,510 | 320 | 6,540 | 25,820 | 980 | 370 | 870 | 28,040 | 40,680 | 139,520 | 180,200 |
| Journalists, Presenters, Editors | 3,290 | 3,110 | 6,400 | 3,010 | 3,930 | 0 | 2,730 | 9,670 | 48,750 | 54,750 | 370 | 103,870 | 29,020 | 1,460 | 470 | 940 | 31,890 | 151,830 | 178,180 | 330,010 |
| Curators | 0 | 0 | 0 | 0 | 4,490 | 0 | 0 | 4,490 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4,490 | 3,990 | 8,480 |
| Archivists | 0 | 0 | 0 | 470 | 1,740 | 0 | 0 | 2,210 | 60 | 0 | 0 | 60 | 0 | 60 | 0 | 0 | 60 | 2,330 | 2,830 | 5,160 |
| Librarians | 110 | 0 | 110 | 200 | 6,250 | 0 | 0 | 6,450 | 580 | 40 | 0 | 620 | 40 | 300 | 0 | 120 | 460 | 7,640 | 137,500 | 145,140 |
| Ushers, lobby attendants, and ticket takers | 3,580 | 170 | 3,750 | 39,590 | 2,440 | 0 | 15,270 | 57,300 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 61,050 | 43,990 | 105,040 |
| Advertising and promotions managers | 370 | 60 | 430 | 810 | 340 | 0 | 340 | 1,490 | 3,750 | 2,470 | 100 | 6,320 | 7,180 | 290 | 120 | 7,590 | 15,830 | 33,390 | 49,220 | |
| Agents and business managers of artists, performers, and athletes | 830 | 740 | 1,570 | 90 | 0 | 0 | 5,780 | 5,870 | 0 | 0 | 250 | 250 | 200 | 0 | 0 | 0 | 200 | 7,890 | 2,140 | 10,030 |
| Managers, Librarians, Curators, Administrators | 4,890 | 970 | 5,860 | 41,160 | 15,260 | 0 | 21,390 | 77,810 | 4,390 | 2,510 | 350 | 7,250 | 7,420 | 360 | 290 | 240 | 8,310 | 99,230 | 223,840 | 323,070 |

Appendix Table 5: (continued)

| Cultural industry | CORE CREATIVE ARTS | | | OTHER CORE CREATIVE INDUSTRIES | | | | | WIDER CULTURAL INDUSTRIES | | | | RELATED INDUSTRIES | | | | | Total Cultural Industries | Other Industries | Total All Industries |
|---|------------------------------|---|--------------------|-------------------------------------|-------------------|-----------------------|----------------------|--------------------------------|---------------------------|----------------|----------------------------|---------------------------|----------------------------------|---|---------------------------|-------------------------|--------------------|---------------------------|--------------------|----------------------|
| | Music and theatre production | Independent Artists, Writers and Performers | CORE CREATIVE ARTS | Motion Picture and Video Industries | Museum, Libraries | Photographic Services | Services to the arts | OTHER CORE CREATIVE INDUSTRIES | Publishing /Printing | Radio/TV | Sound Recording Industries | WIDER CULTURAL INDUSTRIES | Advertising and Related Services | Architectural, Engineering and Related Services | Clothing, Fashion, Design | Religious Organizations | RELATED INDUSTRIES | | | |
| Library technicians | 0 | 0 | 0 | 190 | 6,610 | 0 | 0 | 6,800 | 100 | 0 | 0 | 100 | 0 | 30 | 0 | 0 | 30 | 6,930 | 105,920 | 112,850 |
| Audio and Video Equipment Technicians | 1,300 | 1,150 | 2,450 | 8,210 | 350 | * | 1,720 | 10,280 | 90 | 3,900 | 1,000 | 4,990 | 190 | 50 | 30 | 220 | 490 | 18,210 | 21,650 | 39,860 |
| Broadcast Technicians | 0 | 40 | 40 | 2,420 | 0 | 0 | 0 | 2,420 | 60 | 22,840 | 190 | 23,090 | 270 | 0 | 0 | 70 | 340 | 25,890 | 4,780 | 30,670 |
| Sound Engineering Technicians | 680 | 250 | 930 | 4,160 | 0 | 0 | 80 | 4,240 | 0 | 2,360 | 1,950 | 4,310 | 60 | 0 | 0 | 50 | 110 | 9,590 | 2,480 | 12,070 |
| Technical Writers | 0 | 790 | 790 | 140 | 40 | 0 | 0 | 180 | 2,430 | 140 | 0 | 2,570 | 730 | 3,710 | 40 | 0 | 4,480 | 8,020 | 37,430 | 45,450 |
| Technicians | 1,980 | 2,320 | 4,300 | 15,120 | 10,500 | 0 | 1,800 | 27,420 | 2,680 | 29,240 | 3,140 | 35,060 | 1,250 | 3,790 | 70 | 340 | 5,450 | 72,230 | 177,490 | 249,720 |
| Broadcast News Analysts | 0 | 0 | 0 | 0 | 70 | 0 | 0 | 70 | 330 | 5,960 | 0 | 6,290 | 0 | 0 | 0 | 0 | 0 | 6,360 | 550 | 6,910 |
| Library assistants, clerical | 0 | 0 | 0 | 0 | 6,420 | 0 | 0 | 6,420 | 100 | 0 | 0 | 100 | 0 | 50 | 0 | 0 | 50 | 6,570 | 95,610 | 102,180 |
| Desktop publishers | 0 | 30 | 30 | 0 | 0 | 120 | 0 | 120 | 18,560 | 0 | 30 | 18,590 | 1,740 | 100 | 590 | 0 | 2,430 | 21,170 | 9,170 | 30,340 |
| Audio-visual collections specialists | 0 | 0 | 0 | 0 | 40 | 0 | 0 | 40 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 40 | 6,770 | 6,810 |
| Camera Operators, Television, Video, and Motion Picture | 0 | 140 | 140 | 8,590 | 50 | 740 | 110 | 9,490 | 60 | 8,740 | * | 8,800 | 160 | 40 | 40 | 50 | 290 | 18,720 | 3,690 | 22,410 |
| Film and Video Editors | 0 | 150 | 150 | 9,220 | 0 | 60 | 0 | 9,280 | 0 | 3,660 | 120 | 3,780 | 70 | 0 | 0 | 40 | 110 | 13,320 | 1,570 | 14,890 |
| Media and Communication Equipment Workers, All Other | 990 | 410 | 1,400 | 1,920 | 0 | 1,040 | 490 | 3,450 | 280 | 1,170 | 300 | 1,750 | 170 | 0 | 0 | 0 | 170 | 6,770 | 11,410 | 18,180 |
| Motion picture projectionists | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 10,060 | 10,160 |
| Makeup artists, theatrical and performance | 140 | 0 | 140 | 0 | 0 | 150 | 0 | 150 | 0 | 70 | 0 | 70 | 0 | 0 | 0 | 0 | 0 | 360 | 1,320 | 1,680 |
| Interpreters and Translators | 0 | 0 | 0 | 170 | 140 | 90 | 0 | 400 | 260 | 0 | 0 | 260 | 0 | 60 | 0 | 0 | 60 | 720 | 25,750 | 26,470 |
| Support Personnel | 1,130 | 730 | 1,860 | 19,900 | 6,820 | 2,200 | 600 | 29,520 | 19,590 | 19,600 | 450 | 39,640 | 2,140 | 250 | 630 | 90 | 3,110 | 74,130 | 165,900 | 240,030 |
| OTHER CULTURAL OCCUPATIONS | 13,370 | 8,490 | 21,860 | 82,590 | 37,900 | 3,880 | 26,990 | 151,360 | 117,780 | 108,180 | 4,630 | 230,590 | 63,370 | 117,260 | 50,660 | 1,820 | 233,110 | 636,920 | 965,640 | 1,602,560 |
| TOTAL CULTURAL OCCUPATIONS | 68,420 | 23,970 | 92,390 | 189,820 | 41,940 | 40,620 | 31,180 | 303,560 | 199,960 | 139,680 | 6,120 | 345,760 | 92,610 | 118,620 | 56,810 | 12,980 | 281,020 | 1,022,730 | 1,131,210 | 2,153,940 |
| OTHER OCCUPATIONS | 53,180 | 20,280 | 73,460 | 180,130 | 126,010 | 47,110 | 60,900 | 414,150 | 1,131,670 | 184,880 | 15,550 | 1,332,100 | 341,470 | 1,145,730 | 351,090 | 164,620 | 2,002,910 | 3,822,620 | 123,170,220 | 126,992,840 |
| TOTAL ALL OCCUPATIONS | 121,600 | 44,250 | 165,850 | 369,950 | 167,950 | 87,730 | 92,080 | 717,710 | 1,331,630 | 324,560 | 21,670 | 1,677,860 | 434,080 | 1,264,350 | 407,900 | 177,600 | 2,283,930 | 4,845,350 | 124,301,430 | 129,146,780 |
| % Creative Occ in Total Employment | 45.3% | 35.0% | 42.5% | 29.0% | 2.4% | 41.9% | 4.6% | 21.2% | 6.2% | 9.7% | 6.9% | 6.9% | 6.7% | 0.1% | 1.5% | 6.3% | 2.1% | 8.0% | 0.1% | 0.4% |
| % All Cultural Occ in Total Employment | 56.3% | 54.2% | 55.7% | 51.3% | 25.0% | 46.3% | 33.9% | 42.3% | 15.0% | 43.0% | 28.2% | 20.6% | 21.3% | 9.4% | 13.9% | 7.3% | 12.3% | 21.1% | 0.9% | 1.7% |
| 2004 Industry Value Added (Billions of US\$)¹ | 12.1 | 4.4 | 16.5 | 44.7 | 11.8 | 3.9 | 9.2 | 69.5 | 138.8 | 73.4 | 2.6 | 214.8 | 47.3 | 137.9 | 29.6 | 13.0 | 227.8 | 528.6 | 11,205.7 | 11,734.3 |

¹ estimate

* values missing

Sources: Employment Data: Bureau of Labour Statistics November 2004; Industry Value Added: Bureau of Economic Analysis;

**Appendix Table 6: Employment and Value Added for the Cultural Industries
under the Concentric Circles Model**

| Industry | Equiv. ANZSIC 1993 categories | No. of employees 2001 | Industry value added 2002/03 (\$m) |
|---|--|------------------------------|---|
| Core creative arts | | | |
| Literature | – | | |
| Music | 9241 Music and theatre production | 10,812 | 358 |
| Performing arts | 9252 Performing arts venues | 1,713 | 94 |
| Visual arts | 9242 Creative arts | 9,345 | 314 |
| <i>Total core creative arts</i> | | 21,870 | 766 |
| Other core creative industries | | | |
| Film and video publishing | 9111 Film and video production | 7,702 | 648 |
| Museums, libraries | 9220 Museums | 5,422 | 28 |
| | 9210 Libraries | 11,451 | 64 |
| Photographic studios | 9523 Photographic studios | 4,868 | 235 |
| Services to the arts | 9259 Services to the arts n.e.c. | 2,830 | 269 |
| <i>Total other core creative industries</i> | | 32,273 | 1,244 |
| Wider cultural industries | | | |
| Publishing | 2423 Book and other publishing | 8,923 | 1,246 |
| | 2430 Recorded media mfg and publishing | 2,148 | 480 |
| | 2421 Newspaper printing or publishing | 25,737 | 2,761 |
| Radio/TV | 9121 Radio services | 5,879 | 565 |
| | 9122 Television services | 17,388 | 1,827 |
| Sound recording | 9251 Sound recording studios | 916 | 69 |
| Video and computer games | – | – | – |
| Film distribution and exhibition | 9112 Film and video distribution | 1,057 | 272 |
| | 9113 Motion picture exhibition | 10,079 | 207 |
| Heritage services | – | – | – |
| <i>Total wider cultural industries</i> | | 72,127 | 7,427 |
| Other cultural industries | | | |
| Architecture | 7821 Architectural services | 26,723 | 1,774 |
| Advertising | 7851 Advertising services | 25,794 | 1,814 |
| Commercial arts display | 7852 Commercial art and display services | 14,845 | 952 |
| Design | – | | |
| Fashion | – | | |
| <i>Total other cultural industries</i> | | 67,362 | 4,540 |
| Total all | | 193,632 | 13,977 |

Source: as for Appendix Table 1

**Appendix Table 7: Employment and Value Added for the Cultural Industries
under the Symbolic Texts Model**

| Industry | Equiv. ANZSIC 1993 categories | No. of employees 2001 | Industry value added 2002/03 (\$m) |
|---|---|-----------------------|------------------------------------|
| Core cultural industries | | | |
| Advertising and marketing | 7851 Advertising services | 25,794 | 1,814 |
| | 7853 Market research services | 11,769 | 580 |
| <i>Total</i> | | 37,563 | 2,394 |
| Broadcasting: radio and TV | 9121 Radio services | 5,879 | 565 |
| | 9122 Television services | 17,388 | 1,827 |
| <i>Total</i> | | 23,267 | 2,392 |
| Film industries (including the dissemination of films on video, DVD and other formats, and on TV) | 9111 Film and video production | 7,702 | 648 |
| | 9112 Film and video distribution | 1,057 | 272 |
| | 9113 Motion picture exhibition | 10,079 | 207 |
| | 9511 Video hire outlets | 10,813 | 309 |
| <i>Total</i> | | 29,651 | 1,436 |
| Internet industry (including website creation, portal providers) | - | - | - |
| <i>Total</i> | | - | - |
| Music industries (recording, publishing, live performance) | 9251 Sound recording studios | 916 | 69 |
| | 9241 Music and theatre productions | 10,812 | 358 |
| | 2430 Recorded media mfg and publishing | 2,148 | 480 |
| <i>Total</i> | | 13,876 | 907 |
| Print and electronic publishing (including books, CD-ROMs, on-line databases, information services, magazines and newspapers) | 2422 Other periodical publishing | 8,716 | 663 |
| | 2423 Book and other publishing | 8,923 | 1,246 |
| | 2421 Newspaper printing or publishing | 25,737 | 2,761 |
| <i>Total</i> | | 43,376 | 4,670 |
| Video and computer games | - | - | - |
| Total core cultural industries | | 147,733 | 11,799 |
| Peripheral industries | | | |
| Creative arts | 7852 Commercial art and display services | 14,845 | 952 |
| | 9242 Creative arts | 9,345 | 314 |
| Total peripheral industries | | 24,190 | 1,267 |
| Borderline cases | | | |
| Sport | 9312 Sports grounds and facilities n.e.c. | 26,102 | 707 |
| | 9319 Sports and services to sports n.e.c. | 31,568 | 1,028 |
| <i>Total</i> | | 57,670 | 1,735 |
| Consumer electronics/ cultural-industry hardware | 2849 Electronic equipment mfg n.e.c. | 10,168 | 747 |
| Software | - | - | - |
| Fashion | - | - | - |
| Total borderline cases | | 67,838 | 2,482 |
| Total all | | 239,761 | 15,547 |

Source: as for Appendix Table 1

**Appendix Table 8: Employment and Value Added for the Cultural Industries
under the WIPO Model**

| Industry | Equiv. ANZSIC 1993 categories | No. of employees 2001 | Industry value added 2002/03 (\$m) |
|--|---|-----------------------|------------------------------------|
| Core copyright industries | | | |
| Press and literature | | | |
| Authors, writers, translators | - | - | - |
| Newspaper | - | - | - |
| News and feature agencies | - | - | - |
| Magazines/periodicals | 2421 Newspaper printing or publishing | 25,737 | 2,761 |
| Book publishing | 2423 Book and other publishing | 8,923 | 1,246 |
| Cards and maps | 2422 Other periodical publishing | 8,716 | 663 |
| Directories and other published materials | 2413 Services to printing | 5,830 | 452 |
| Pre-press, printing, and post-press of books, magazines, newspapers, advertising materials | 5243 Newspaper, book and stationery retailing | 38,016 | 1,273 |
| Wholesale and retail of press and literature (book stores, news stands) | 4794 Book and magazine wholesaling | 3,734 | 287 |
| Libraries | 9210 Libraries | 11,451 | 64 |
| <i>Total</i> | | 102,407 | 6,745 |
| Music, theatrical productions, operas | | | |
| Composers, lyricists, arrangers, choreographers, directors, performers and other personnel | 9252 Performing arts venues | 1,713 | 94 |
| Printing and publishing of music | 9241 Music and theatre productions | 10,812 | 358 |
| Production/manufacturing of recorded music | 2430 Recorded media mfg and publishing | 2,148 | 480 |
| Wholesale and retail of recorded music (sale and rental) | - | - | - |
| Artistic and literary creation and interpretation | - | - | - |
| Performances and allied agencies (booking agencies, ticket agencies) | - | - | - |
| <i>Total</i> | | 14,673 | 932 |
| Motion picture and video | | | |
| Writers, directors, actors | 9111 Film and video production | 7,702 | 648 |
| Motion picture and video production and distribution | 9112 Film and video distribution | 1,057 | 272 |
| Motion picture exhibition | 9113 Motion picture exhibition | 10,079 | 207 |
| Video rentals and sales including video on demand | 9511 Video hire outlets | 10,813 | 309 |
| Allied services | - | - | - |
| <i>Total</i> | | 29,651 | 1,436 |
| Radio and television | | | |
| National radio and television broadcasting companies | 9121 Radio services | 5,879 | 565 |
| Other radio and television broadcasters | 9122 Television services | 17,388 | 1,827 |
| Independent producers | - | - | - |
| Cable television (systems and channels) | - | - | - |
| Satellite television | - | - | - |
| Allied services | - | - | - |
| <i>Total</i> | | 23,267 | 2,392 |
| Photography | | | |
| Studios and commercial photography | 9523 Photographic studios | 4,868 | 235 |
| Photo agencies and libraries | 9522 Photographic film processing | 9,034 | 220 |
| <i>Total</i> | | 13,902 | 455 |

Source: as for Appendix Table 1

Appendix Table 8: (continued)

| Industry | Equiv. ANZSIC 1993 categories | No. of employees 2001 | Industry value added 2002/03 (\$m) |
|--|--|---------------------------|------------------------------------|
| Software and databases | | | |
| Programming, development and design | 7831 Data processing services | 9,131 | 216 |
| Manufacturing, wholesale and retail pre-packaged software (business programs, video games, educational programs, etc.) | 7832 Information storage and retrieval services | 2,759 | 138 |
| Database processing and publishing | – | – | – |
| <i>Total</i> | | 11,890 | 354 |
| Visual and graphic arts | | | |
| Artists | 9242 Creative arts | 9,345 | 314 |
| Art galleries and other wholesale and retail | 5252 Antique and used good retailing | 9,687 | 402 |
| Picture framing and other allied services | 7852 Commercial art and display services | 14,845 | 952 |
| Graphic design | – | – | – |
| <i>Total</i> | | 33,877 | 1,669 |
| Advertising services | | | |
| Agencies, buying services | 7851 Advertising services | 25,794 | 1,814 |
| Copyright collection management societies | | | |
| | – | – | – |
| Total core copyright industries | | 255,461 | 15,797 |
| Interdependent copyright industries | | | |
| Manufacture, wholesale and retail (sales and rental) | – | – | – |
| TV sets, radios, VCRs, CD players, DVD players, cassette players, electronic game equipment, other similar equipment | 2849 Electronic equipment mfg n.e.c. 46185 Electrical and electronic equipment wholesaling n.e.c. | 10,168 25,713 | 747 3,105 |
| Computers and equipment | 2841 Computer and business machine mfg 4613 Computer wholesaling | 6,595 16,220 | 316 2,943 |
| Musical instruments | – | – | – |
| Photographic and cinematographic instruments | 5244 Photographic equipment retailing 2831 Photographic and optical goods mfg | 2,073 2,780 | 110 252 |
| Photocopiers | – | – | – |
| Blank recording material | – | – | – |
| Paper | 2331 Pulp, paper and paperboard mfg | 4,759 | 704 |
| Total interdependent copyright industries | | 68,308 | 8,176 |
| Partial copyright industries | | | |
| Apparel, textiles and footwear | 22 Textile, clothing, footwear and leather mfg | 4,688 | 3,269 |
| Jewellery and coins | 2941 Jewellery and silverware mfg | 5,612 | 198 |
| Other crafts | 4244 Painting and decorating services 4245 Glazing services 4251 Landscaping services | 34,303 4,812 20,322 | 1,397 393 877 |
| Furniture | 292 Furniture mfg | 25,222 | 2,437 |
| Household goods, china and glass | 2851 Household appliance mfg 2610 Glass and glass product mfg | 9,964 8,236 | 819 813 |
| Wall coverings and carpet | – | – | – |
| Toys and games | 2942 Toy and sporting goods mfg | 3,638 | 163 |
| Architecture, engineering, surveying | 7821 Architectural services 7822 Surveying services | 26,723 7,888 | 1,774 713 |
| Interior design | – | – | – |
| Museums | 9220 Museums | 5,422 | 28 |
| Total partial copyright industries | | 156,830 | 12,881 |
| Total all | | 480,599 | 36,855 |

Source: as for Appendix Table 1

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