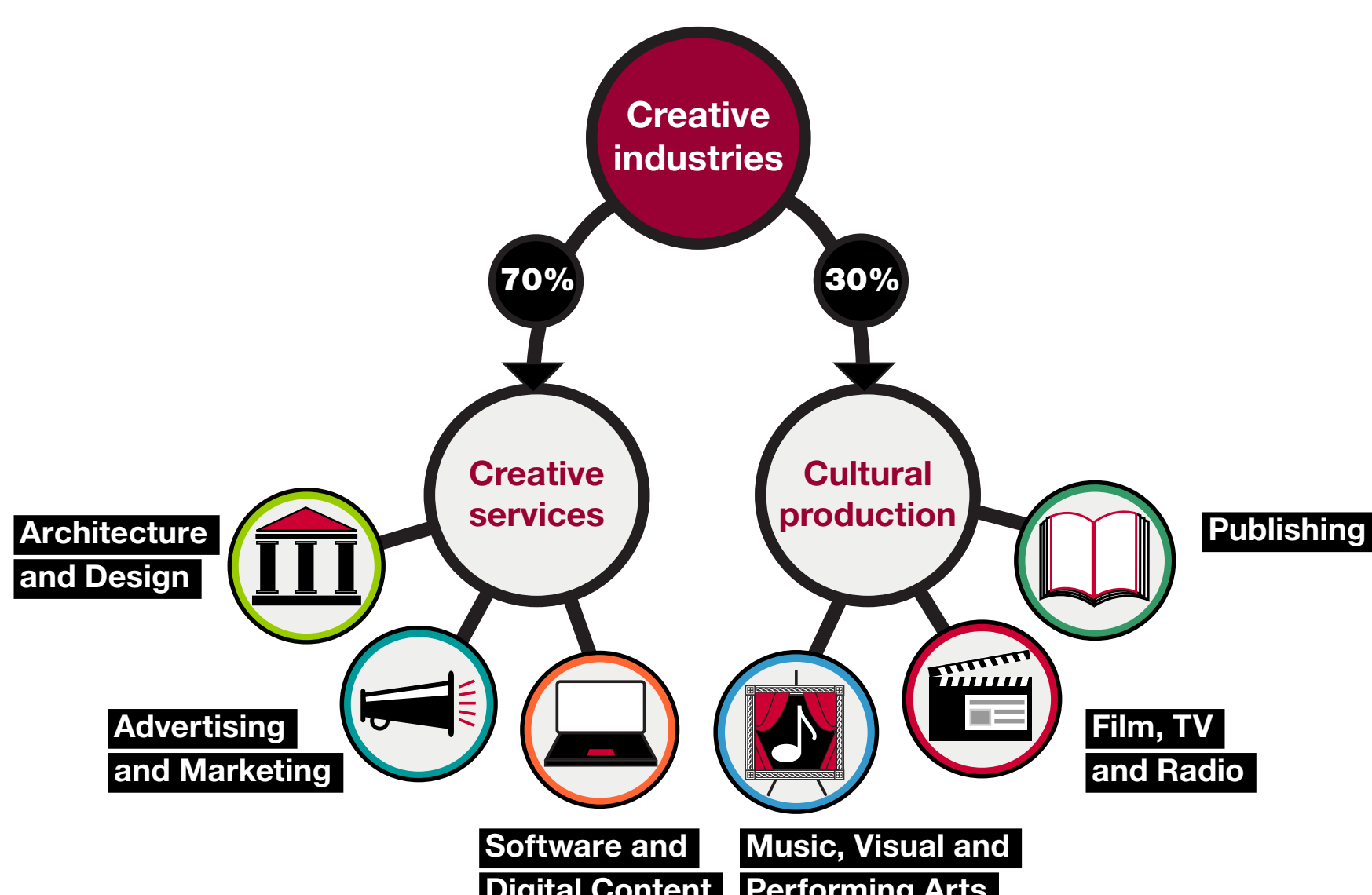




An overview of Western Australia's creative industries

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.

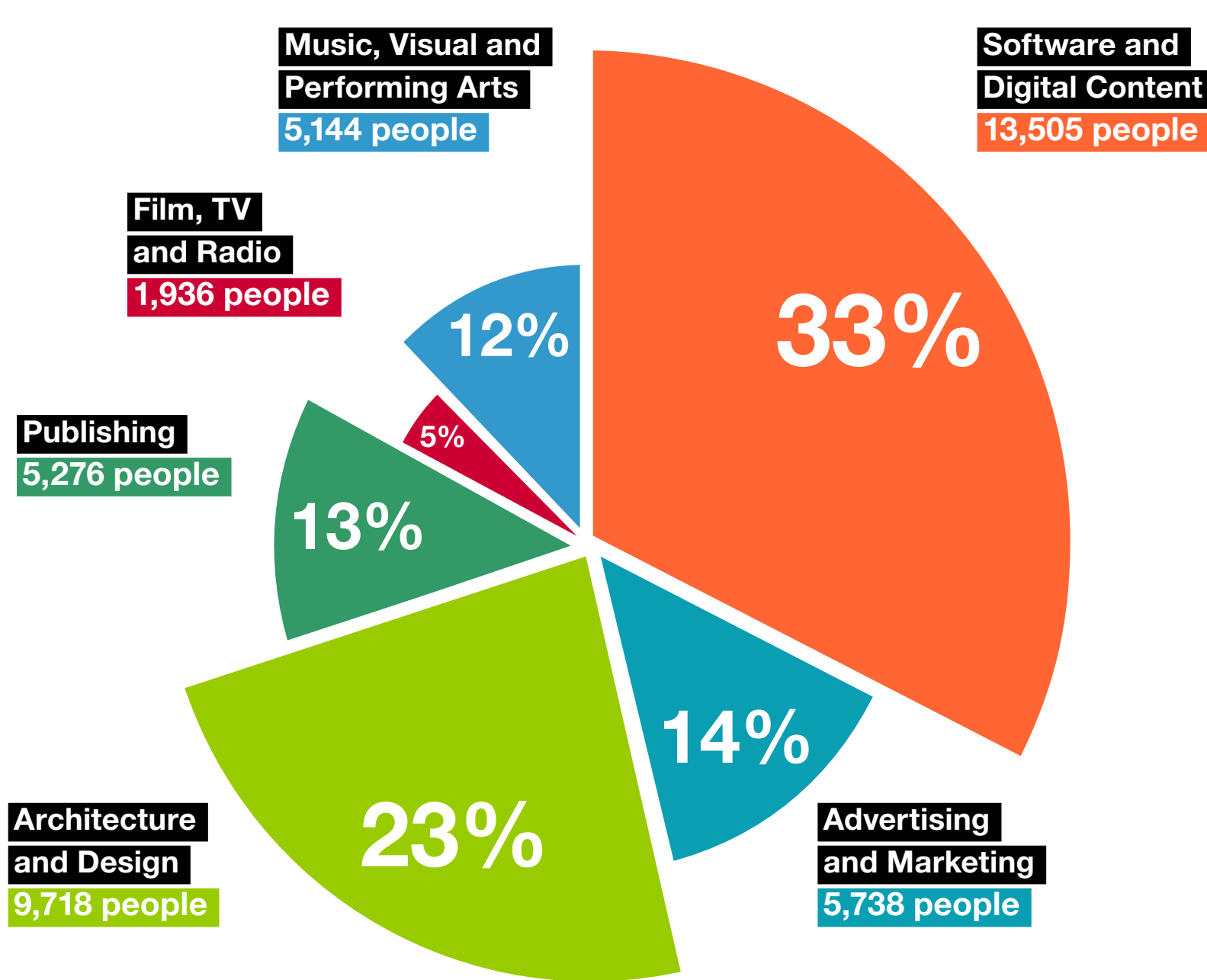
Employment segments in the creative industries*



The three categories of creative employment, WA 2011



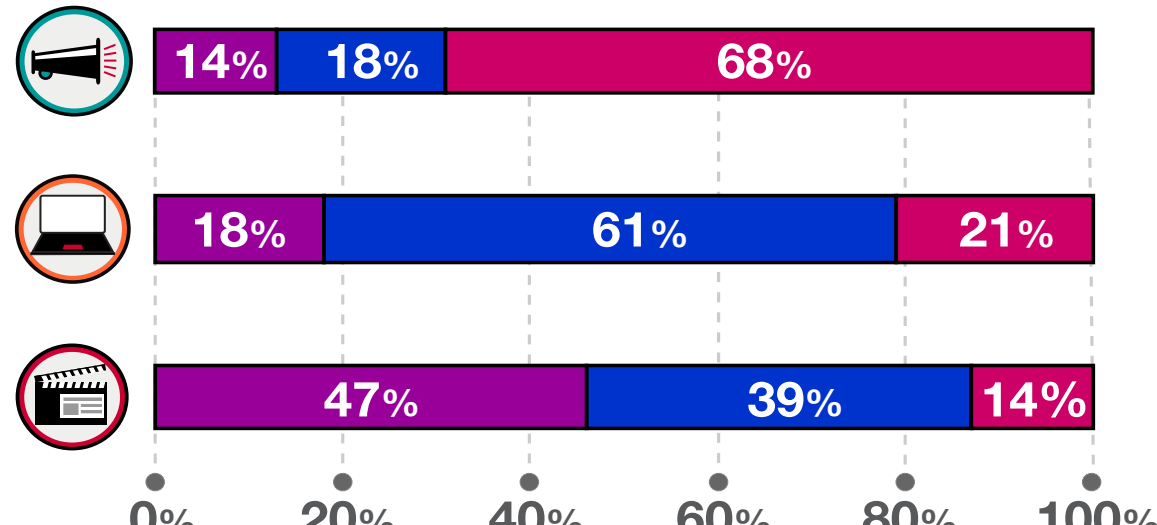
Creative employment by segment, WA 2011



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

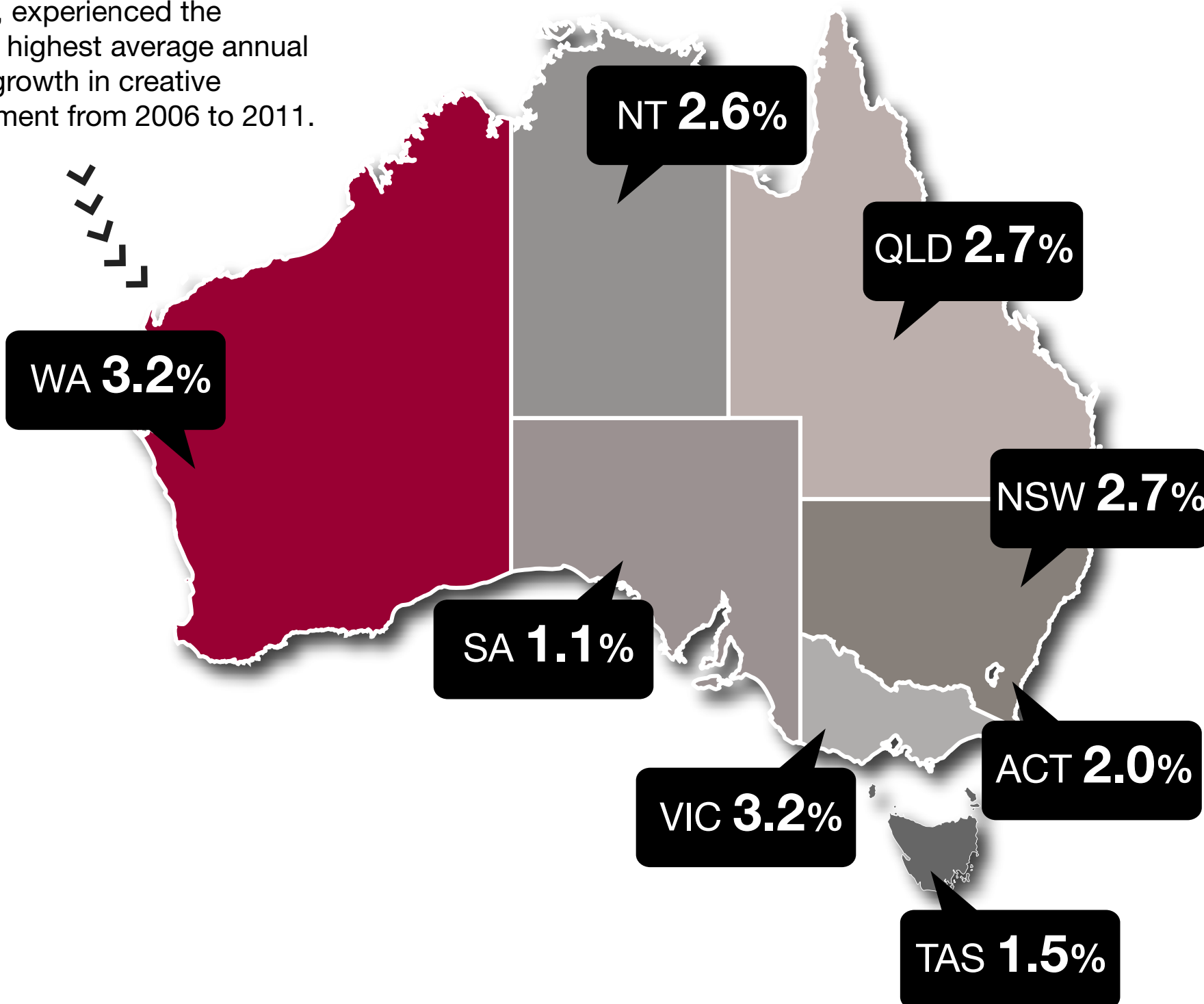
Software and Digital Content has WA's highest proportion of creative industries **support** staff.

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

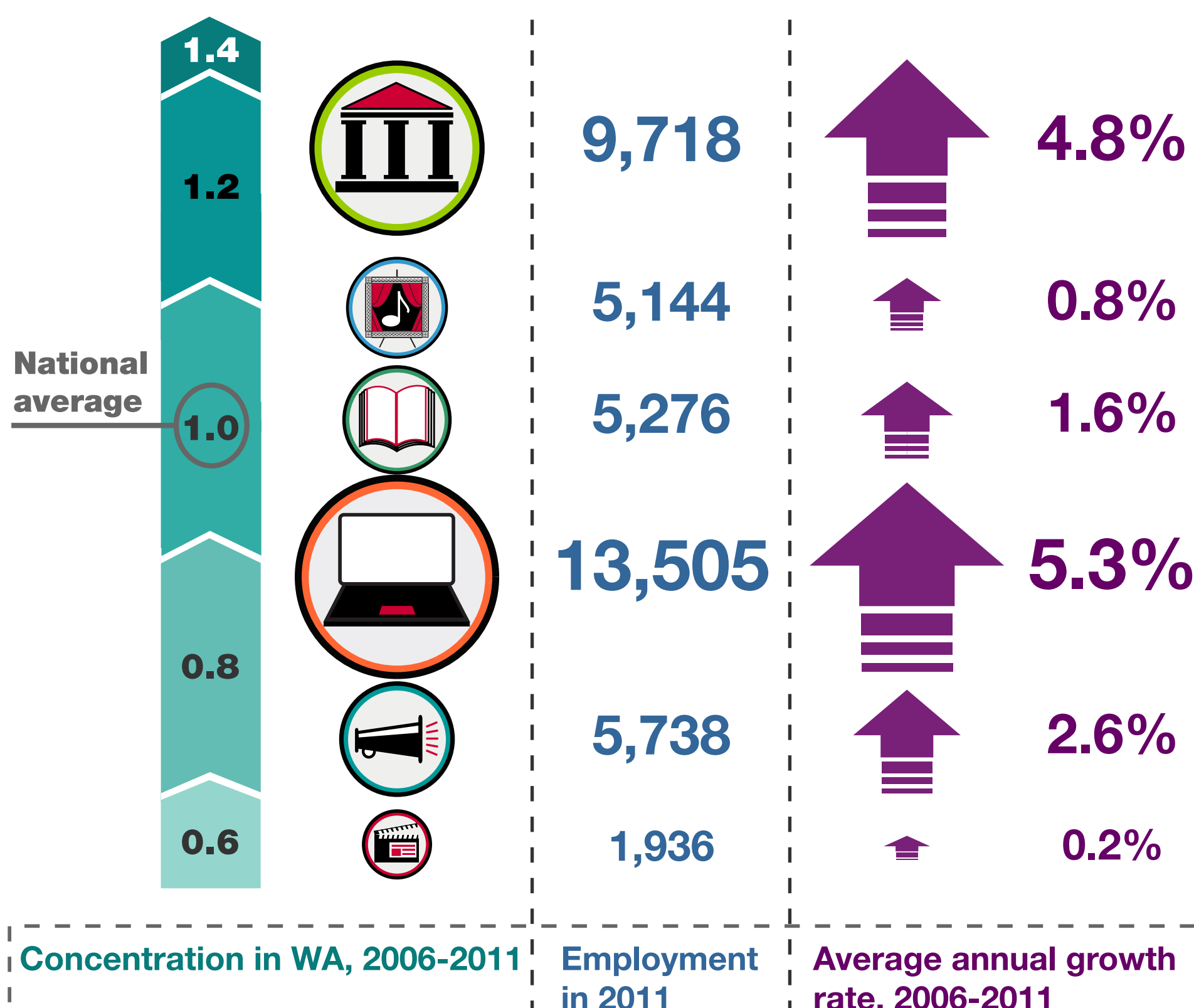


Average annual growth in creative employment 2006 to 2011

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



*All data sourced from 2011 and 2006 ABS Census.

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
- SC Lennon & Associates Pty Ltd, www.sashalennon.com.au