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**Department of Infrastructure, Transport,
Regional Development, Communications, Sport and the Arts**

BUREAU OF COMMUNICATIONS, ARTS AND REGIONAL RESEARCH

Visual Summary: Cultural and Creative Activity in Australia, 2015–16 to 2024–25

September 2026



The Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, sea and community. We pay our respects to them, their cultures and to their Elders, past, present and emerging.

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About this document

The Bureau of Communications, Arts and Regional Research (BCARR) within the Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts has estimated the economic contribution of cultural and creative activity in Australia over a 10-year period, from 2015–16 to 2024–25.

This publication provides an update to the BCARR annual report: [Cultural and Creative Activity in Australia, 2014–15 to 2023–24](#) released in September 2025. The updated estimates are presented as a visual summary. Each table and figure corresponds to those used in the BCARR working paper: [Cultural and Creative Activity in Australia, 2008–09 to 2022–23 \(Methodology Refresh\)](#).

This annual update applies the same methodological approach established in BCARR’s 2024 statistical working paper. The tables and figures align with those in the original publication to support comparability over time.

Note that data is subject to revisions in the Australian Bureau of Statistics’ (ABS) national accounts datasets. Estimates in this release vary from those published previously. This document also includes a table of revisions to the data, covering the period from 2015–16 to 2023–24.

Estimates and their components in this document have been rounded and discrepancies may occur between sums of component items and totals. Analysis featured in this release is based on unrounded data. Calculations based on rounded data may differ to those published.

Further information on these updates can be found in the *FAQ: Cultural and creative activity in Australia, 2015–16 to 2024–25*.

Table 1: Cultural and creative activity 2015–16 and 2024–25

Cultural and Creative Activity	2015–16	2024–25	Change	Movement (%)
Gross Value Added (\$m)	45,357	66,767	21,409	47.2
plus Net taxes on products (\$m)	2,444	3,519	1,076	44.0
equals Total Cultural and Creative GDP (\$m)	47,801	70,286	22,485	47.0
As a proportion of GDP (%)	2.9	2.5	-0.3	

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 1.

Explanatory notes

New estimates show cultural and creative activity contributed \$47.8 billion to GDP in 2015–16. By 2024–25, this had increased to \$70.3 billion, up \$22.5 billion, or 47.0%. While this activity is growing in absolute terms, as a share of GDP, it declined by 0.3% points, from 2.9% in 2015–16 to 2.5% in 2024–25.

Table 2: Cultural and creative activity components and share of GDP, 2015–16 to 2024–25

Period	Cultural and creative activity gross value added (GVA) (\$m)	Net taxes on products of cultural and creative activity (\$m)	Cultural and creative activity GDP (\$m)	Cultural and creative activity as a share of GDP (%)
2015–16	45,357	2,444	47,801	2.9
2016–17	46,597	2,223	48,819	2.8
2017–18	47,620	2,272	49,892	2.7
2018–19	48,123	2,259	50,382	2.6
2019–20	47,592	2,239	49,831	2.5
2020–21	49,290	2,441	51,731	2.5
2021–22	54,689	2,891	57,580	2.5
2022–23	60,066	3,106	63,172	2.5
2023–24	64,272	3,345	67,617	2.5
2024–25	66,767	3,519	70,286	2.5

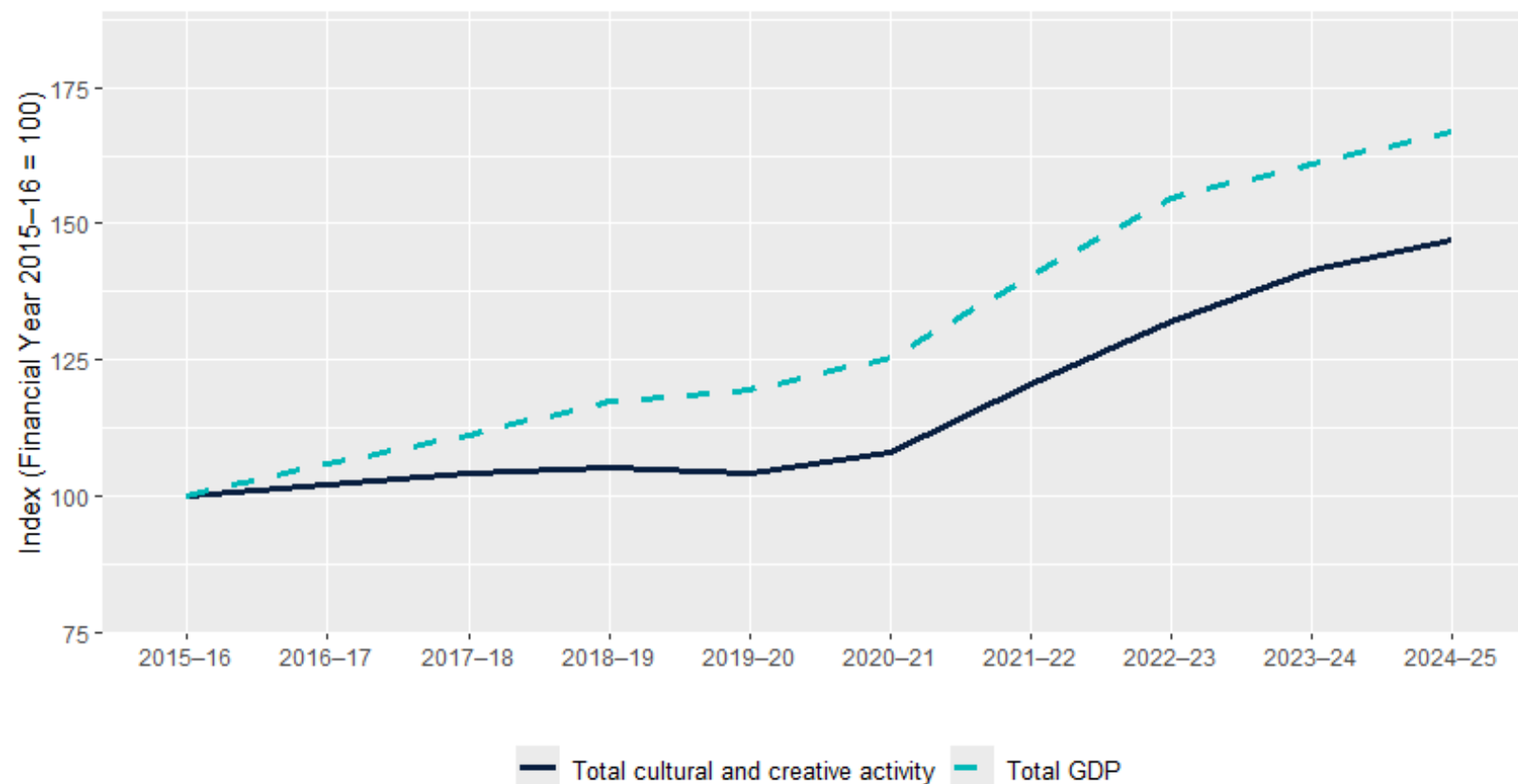
Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 3.

Explanatory notes

Cultural and creative activity in Australia grew to \$70.3 billion in nominal terms in 2024–25, up \$22.5 billion, or 47.0%, since 2015–16. This growth included an increase of \$21.4 billion in cultural and creative gross value added from 2015–16 to 2024–25, which was primarily from the Professional, Scientific and Technical Services industry, which rose by \$11.7 billion. This industry division includes activities that generally require a high level of expertise and training and formal (usually tertiary level) qualifications. Cultural and creative activities captured within this division primarily include advertising, architecture, management services for artists, and professional photography. Net taxes on products of cultural and creative activity have increased by \$1.1 billion, or 44.0%, from \$2.4 billion in 2015–16 to \$3.5 billion in 2024–25.

While cultural and creative activity is growing in nominal terms, as a share of GDP it declined by 0.3 percentage points over the period – from 2.9% in 2015–16 to 2.5% in 2024–25.

Figure 1: Relative to nominal Gross Domestic Product (GDP)

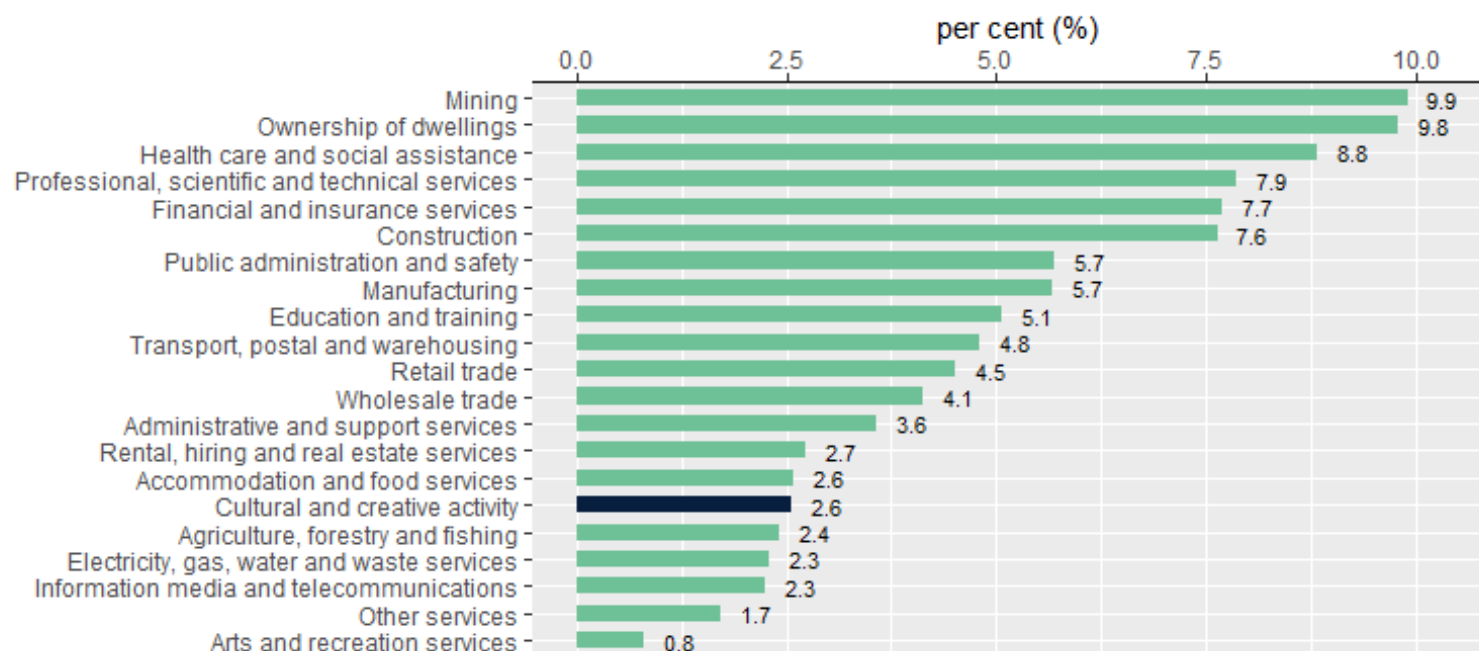


Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 8.

Explanatory notes

Cultural and creative activity has grown more slowly than the Australian economy overall. In Figure 1, the index value of 100 represents the 2015-16 base year. The dashed line represents GDP growth for the entire Australian economy relative to the base year. Since 2015-16, cultural and creative activity has increased at a slower rate than total GDP, reflecting stronger growth in industries such as Mining and Health care and social assistance that are almost entirely outside cultural and creative activity (explained further in Figures 2 and 3).

Figure 2: Cultural and creative activity GVA and industry share of total economy, 2024–25



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 9.

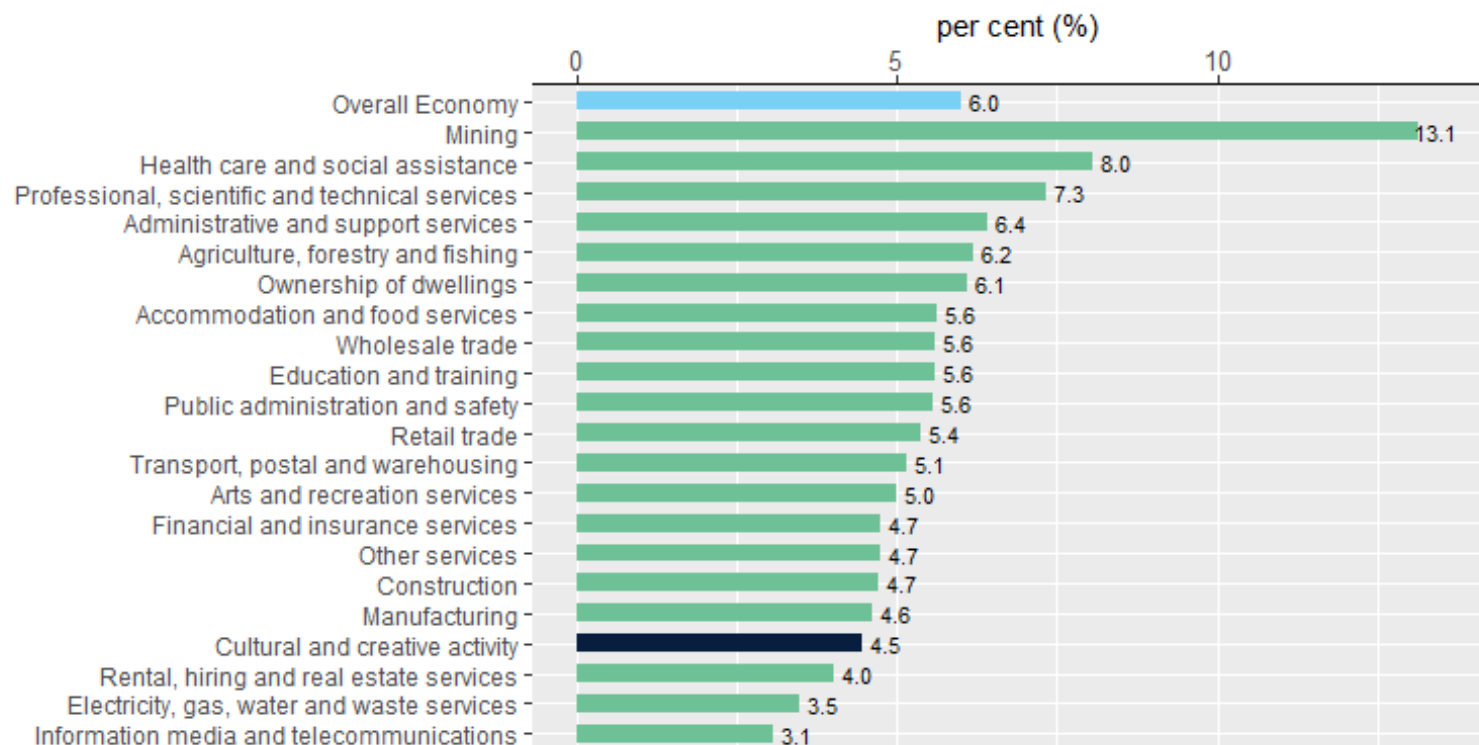
Explanatory notes

The Australian System of National Accounts lists 19 industries in the Australian economy. When added together with Ownership of Dwellings, the activity in these industries equals the total amount of final goods and services produced in the economy in a given period. Cultural and creative activity is not an industry division, but rather includes output produced by many industries across the economy. Cultural and creative activity is therefore not additional to the industry shares shown in Figure 2 but is provided here to indicate its size relative to other industry divisions.

Figure 2 shows that cultural and creative activity accounted for 2.6% of GVA¹ in the economy in 2024–25, comparable to the size of the Accommodation and food services industry.

¹ GVA is a measure of the contribution to domestic production made by an individual producer, industry or sector. This is the value of output less the value of the goods and services used up in the process of production. By excluding net taxes, GVA provides a more accurate measure of economic activity by industry than gross domestic product (GDP).

Figure 3: GVA average annual growth rate by industry division, 2015–16 to 2024–25

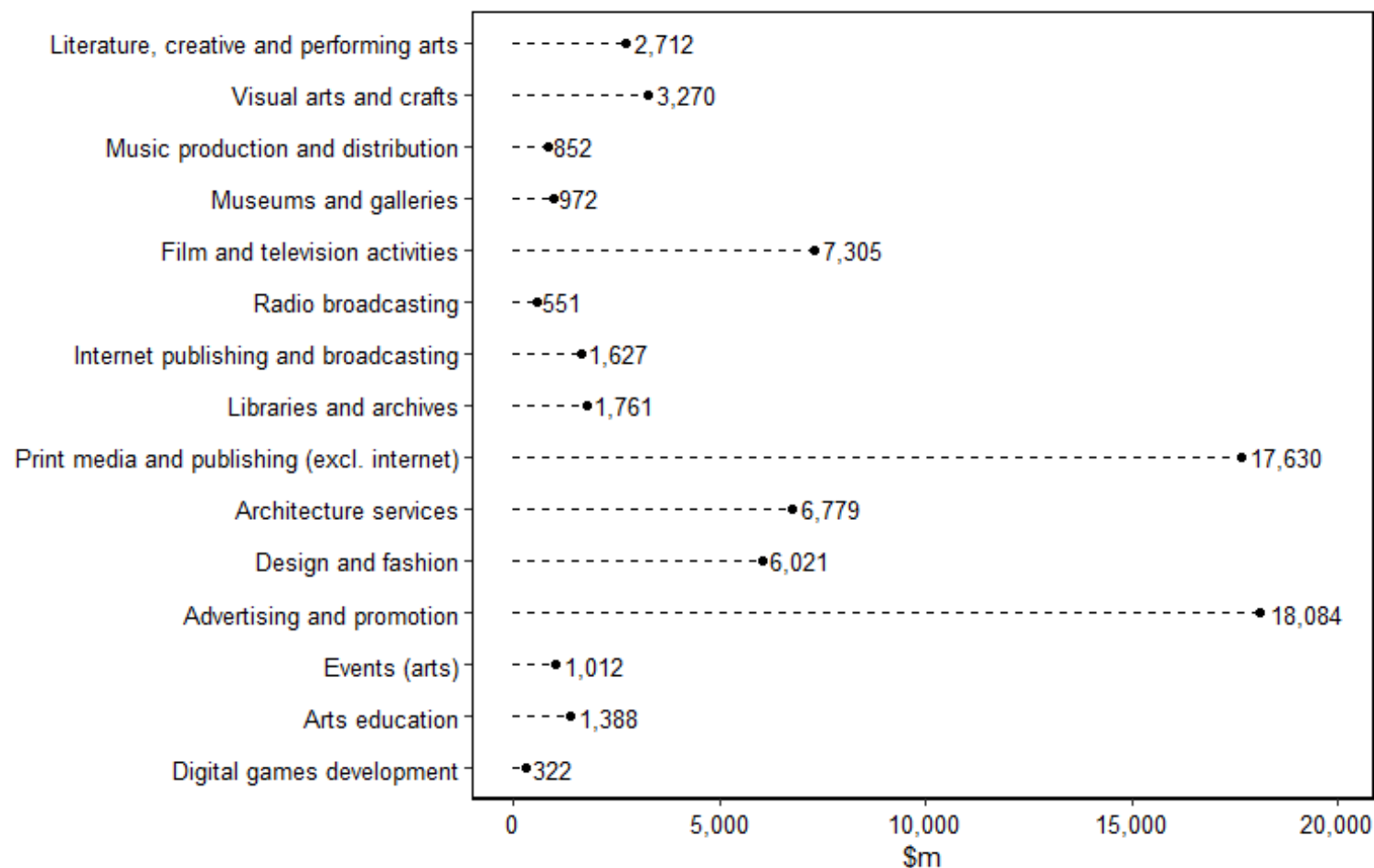


Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 10.

Explanatory notes

From 2015–16 to 2024–25, the Australian economy has been supported by strong growth in Mining, buoyed by high commodity prices, and Health care and social assistance, supported by an ageing population. Average annual GVA growth was 13.1% in Mining, 8.0% in Health care and social assistance, 6.0% for the overall economy, and 4.5% in cultural and creative activity.

Figure 4: Cultural and creative activity, GDP by domain, 2024–25

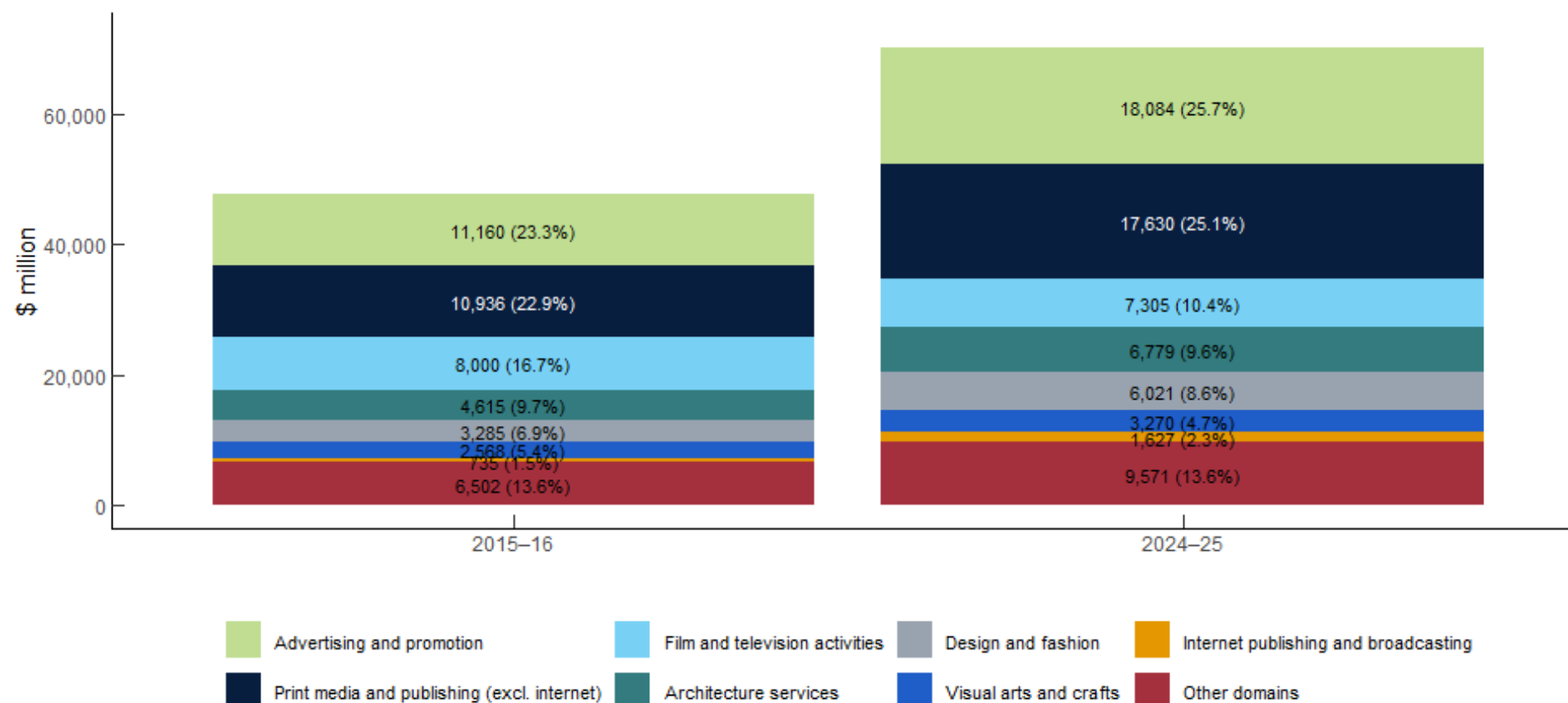


Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 11.

Explanatory notes

Cultural and creative activity is grouped into 15 domains. In 2024–25, advertising and promotion was the largest contributor, at \$18.1 billion.

Figure 5: Contribution to cultural and creative activity, GDP by domain, 2015–16 and 2024–25

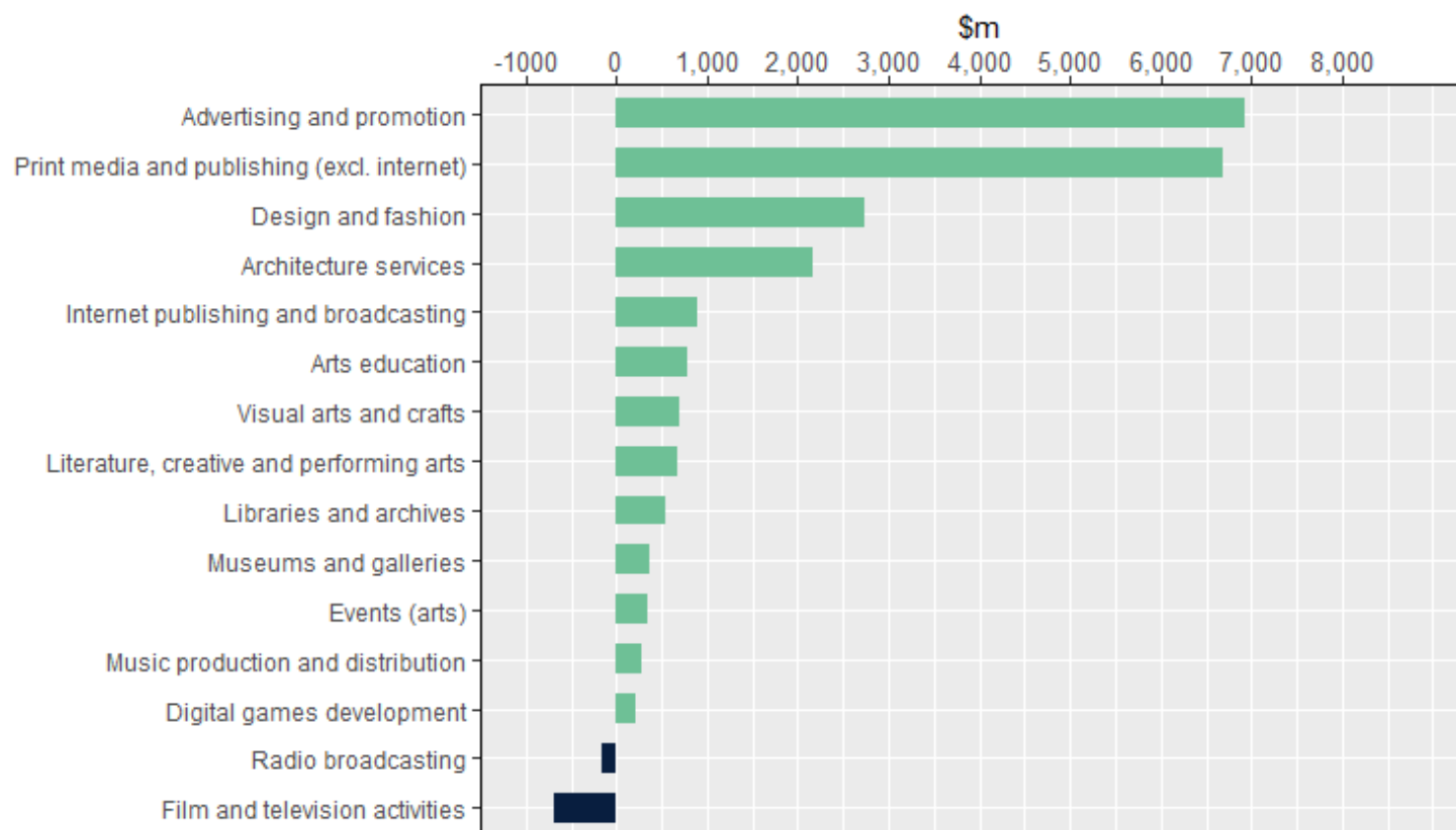


Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 12.

Explanatory notes

Advertising and promotion was the largest domain, with its share of cultural and creative activity increasing from 23.3% in 2015–16 to 25.7% in 2024–25. Print media and publishing (excl. internet) was the second largest, up from \$10.9 billion, or 22.9%, in 2015–16 to \$17.6 billion, or 25.1%, in 2024–25. Film and television activities was valued at \$7.3 billion, although its share fell from 16.7% to 10.4%. Architecture services contributed \$6.8 billion and remained broadly stable as a share, decreasing slightly from 9.7% to 9.6%. Together, these four domains represented over 70% of cultural and creative activity in 2024–25.

Figure 6: Nominal GDP growth by domain, between 2015–16 and 2024–25

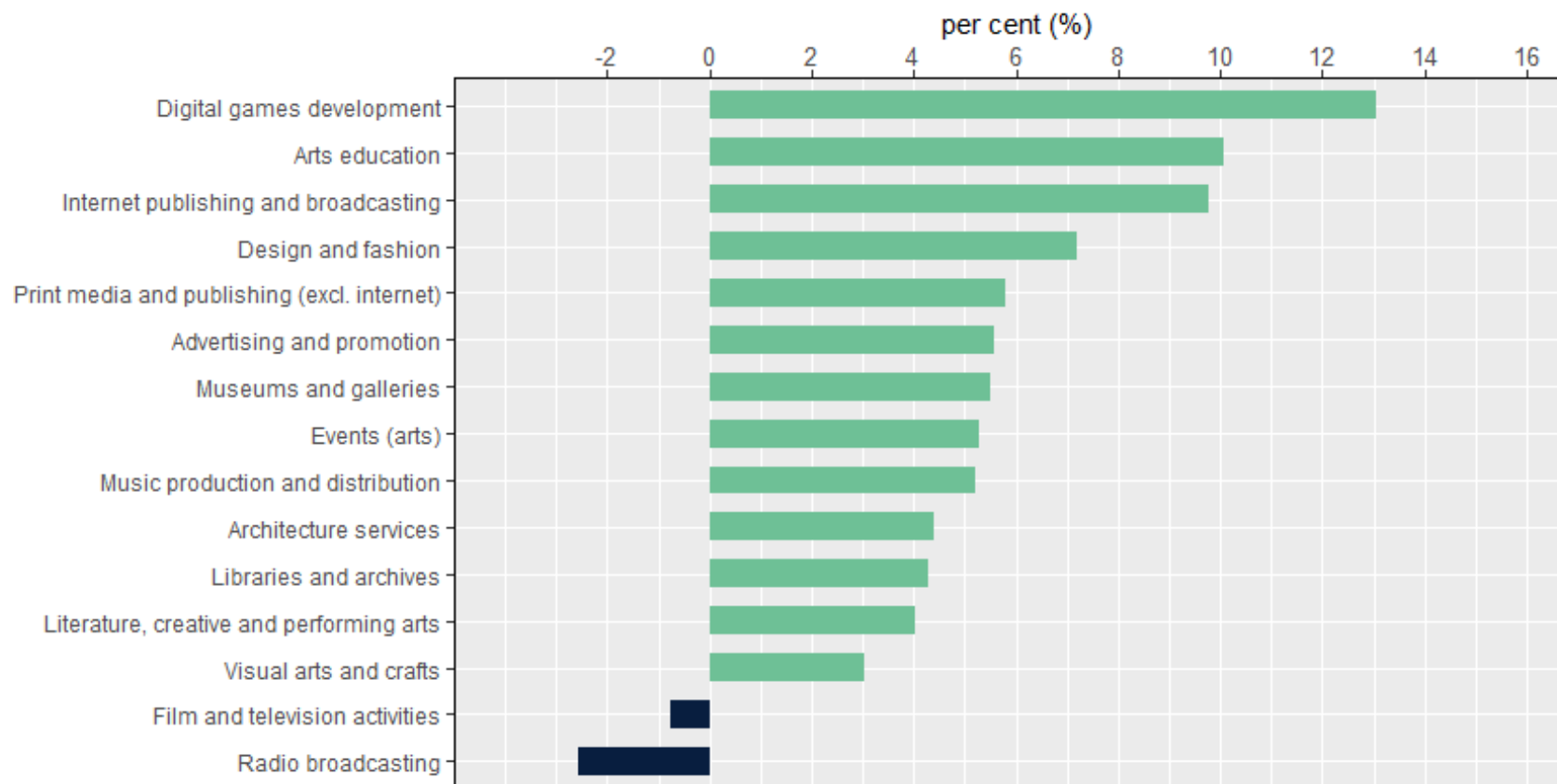


Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 13.

Explanatory notes

Thirteen of the 15 domains experienced growth in nominal terms from 2015–16 to 2024–25. Advertising and promotion recorded the strongest growth of \$6.9 billion. The only domains to record a decline over the period were Film and television activities and Radio broadcasting, which fell by \$696 million and \$172 million respectively. These declines were likely influenced by rising competition from online and cloud-based media platforms and falling demand from advertisers.

Figure 7: GDP average annual growth rate by domain, between 2015–16 and 2024–25



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Explanatory notes

Digital games development experienced the strongest growth rate over the period. From its small base of initial activity, digital games development increased by an average annual growth rate of 13.1% from 2015–16 to 2024–25.

Table 3: Literature, creative and performing arts, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	4,042	1,955	75	2,030	0.12
2016–17	4,203	2,028	76	2,104	0.12
2017–18	4,313	2,020	72	2,092	0.11
2018–19	4,915	2,316	77	2,392	0.12
2019–20	4,267	2,073	57	2,130	0.11
2020–21	3,367	1,733	27	1,760	0.08
2021–22	4,244	2,028	44	2,072	0.09
2022–23	5,487	2,471	75	2,546	0.10
2023–24	5,713	2,479	88	2,567	0.10
2024–25	6,054	2,627	85	2,712	0.10

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 5.

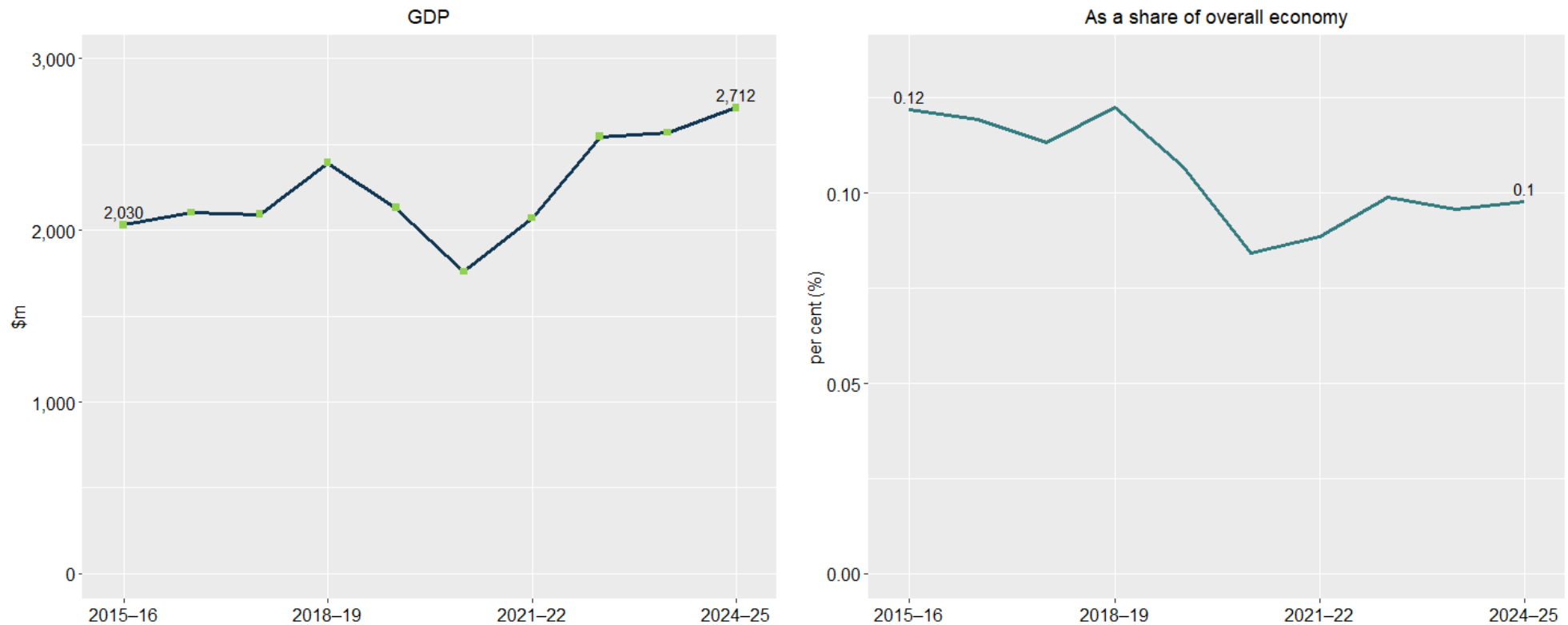
Explanatory notes

Cultural and creative activity GDP in literature, creative and performing arts increased by \$0.7 billion, or 33.6%, from \$2.0 billion in 2015–16 to \$2.7 billion in 2024–25. Activity declined in 2019–20 and 2020–21, reflecting COVID-19 restrictions and the suspension of live performances.² Conditions have improved in recent years, supported by strong demand for international contemporary music performances and higher ticket sales.³ As a share of the overall economy, the domain decreased to 0.10% over the period.

² IBISWorld industry report (2021), R9001 Music and Theatre Production in Australia, June 2021, p. 3

³ IBISWorld industry report (2024), R9001 Music and Theatre Production in Australia, July 2024, p. 12

Figure 8: Literature, creative and performing arts, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 14.

Explanatory notes

See notes of Table 3.

Table 4: Visual arts and crafts, 2015–16 to 2024–25

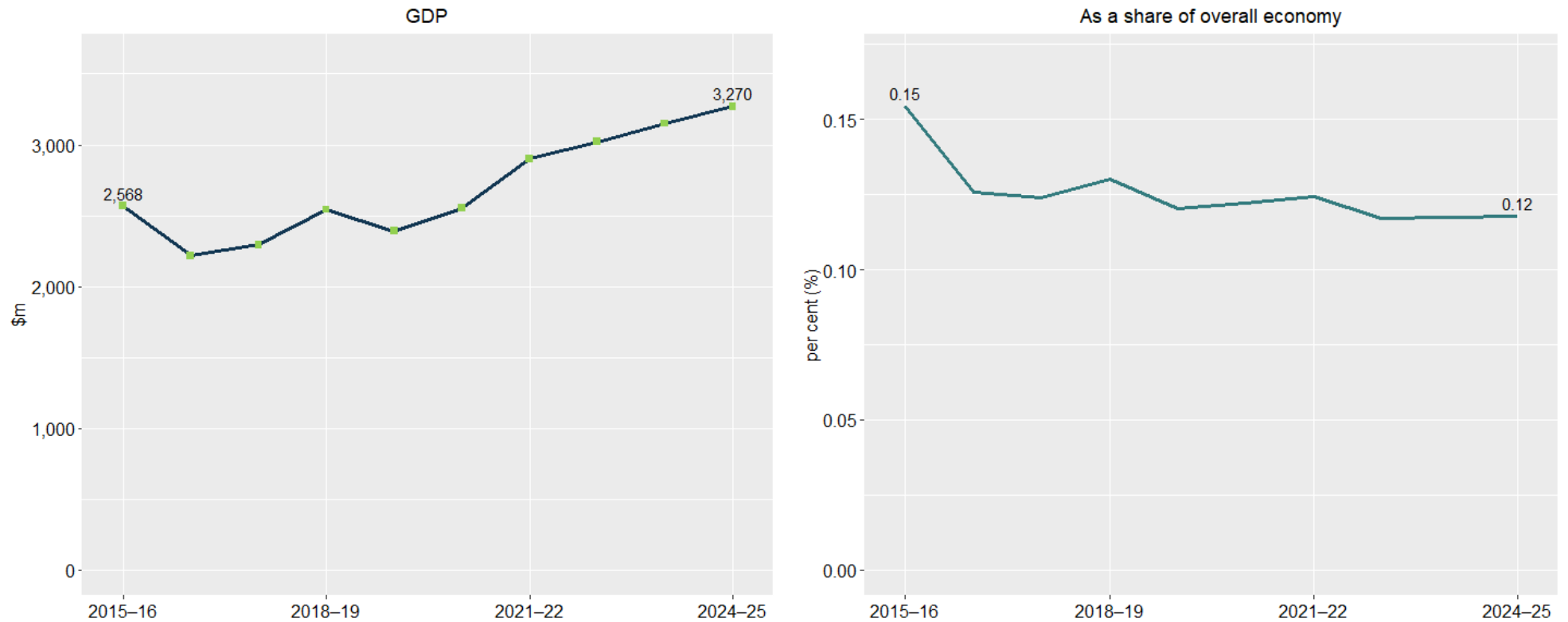
Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	4,335	1,937	631	2,568	0.15
2016–17	3,531	1,664	553	2,217	0.13
2017–18	3,901	1,729	566	2,295	0.12
2018–19	4,249	1,949	593	2,542	0.13
2019–20	3,954	1,822	571	2,393	0.12
2020–21	4,072	1,876	678	2,554	0.12
2021–22	4,584	2,049	853	2,901	0.12
2022–23	4,914	2,177	844	3,021	0.12
2023–24	5,162	2,352	797	3,149	0.12
2024–25	5,334	2,431	839	3,270	0.12

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 6.

Explanatory notes

Cultural and creative activity GDP in visual arts and crafts increased by \$702 million, from \$2.6 billion in 2015–16 to \$3.3 billion in 2024–25. As a share of the overall economy, the domain declined from 0.15% to 0.12% over the period.

Figure 9: Visual arts and crafts, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 15.

Explanatory notes

See notes of Table 4.

Table 5: Music production and distribution, 2015–16 to 2024–25

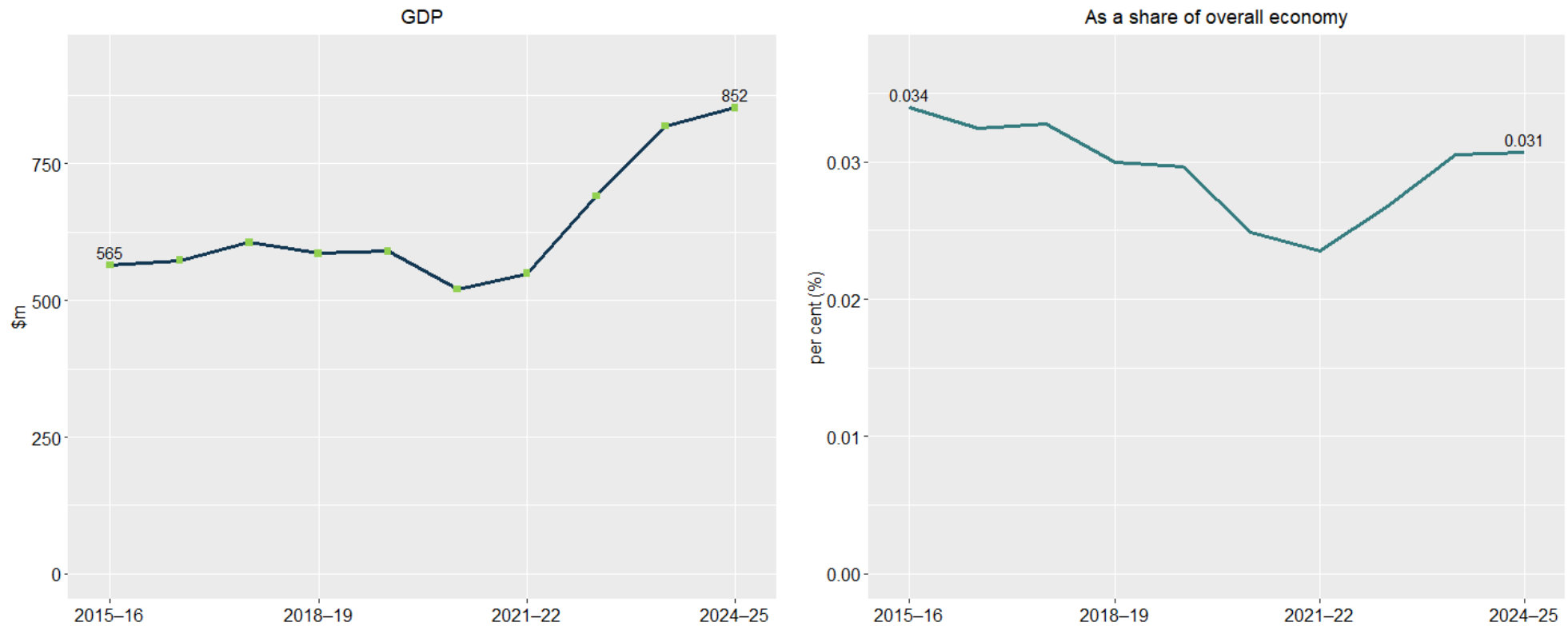
Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	1,258	455	109	565	0.03
2016–17	1,295	466	107	573	0.03
2017–18	1,347	493	113	606	0.03
2018–19	1,311	474	112	586	0.03
2019–20	1,339	477	113	590	0.03
2020–21	1,328	392	128	520	0.02
2021–22	1,381	413	135	549	0.02
2022–23	1,749	551	140	691	0.03
2023–24	1,917	687	131	818	0.03
2024–25	1,990	714	138	852	0.03

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 7.

Explanatory notes

Cultural and creative activity GDP in music production and distribution increased by \$287 million, from \$565 million in 2015–16 to \$852 million in 2024–25. Music production and distribution is a small domain comprising around 0.03% of the overall economy.

Figure 10: Music production and distribution, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 16.

Explanatory notes

See notes of Table 5.

Table 6: Museums and galleries, 2015–16 to 2024–25

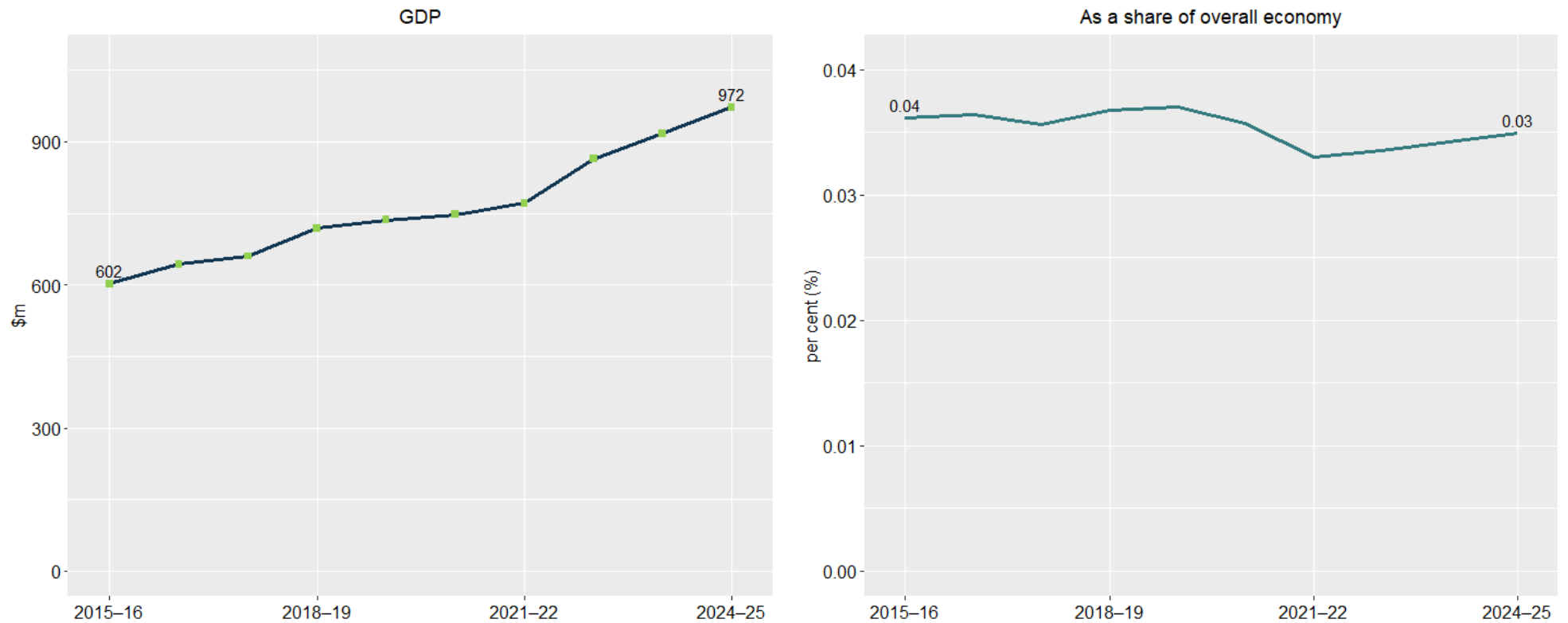
Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	1,189	574	28	602	0.04
2016–17	1,277	616	27	643	0.04
2017–18	1,341	626	33	660	0.04
2018–19	1,464	687	31	718	0.04
2019–20	1,460	708	28	736	0.04
2020–21	1,422	731	17	747	0.04
2021–22	1,565	748	23	771	0.03
2022–23	1,861	838	26	864	0.03
2023–24	2,042	886	31	917	0.03
2024–25	2,164	939	33	972	0.03

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 8.

Explanatory notes

Cultural and creative activity GDP in museums and galleries increased by \$370 million, from \$602 million in 2015–16 to \$972 million in 2024–25. As a share of the overall economy, it decreased slightly over the period.

Figure 11: Museums and galleries, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 17.

Explanatory notes

See notes of Table 6.

Table 7: Film and television activities, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	17,456	7,542	458	8,000	0.48
2016–17	17,049	7,252	343	7,595	0.43
2017–18	16,718	7,157	381	7,538	0.41
2018–19	16,499	6,413	302	6,715	0.34
2019–20	15,139	5,669	276	5,945	0.30
2020–21	14,947	5,550	306	5,855	0.28
2021–22	16,656	5,856	387	6,243	0.27
2022–23	18,528	6,386	423	6,808	0.26
2023–24	18,101	6,613	411	7,024	0.26
2024–25	18,807	6,871	433	7,305	0.26

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 9.

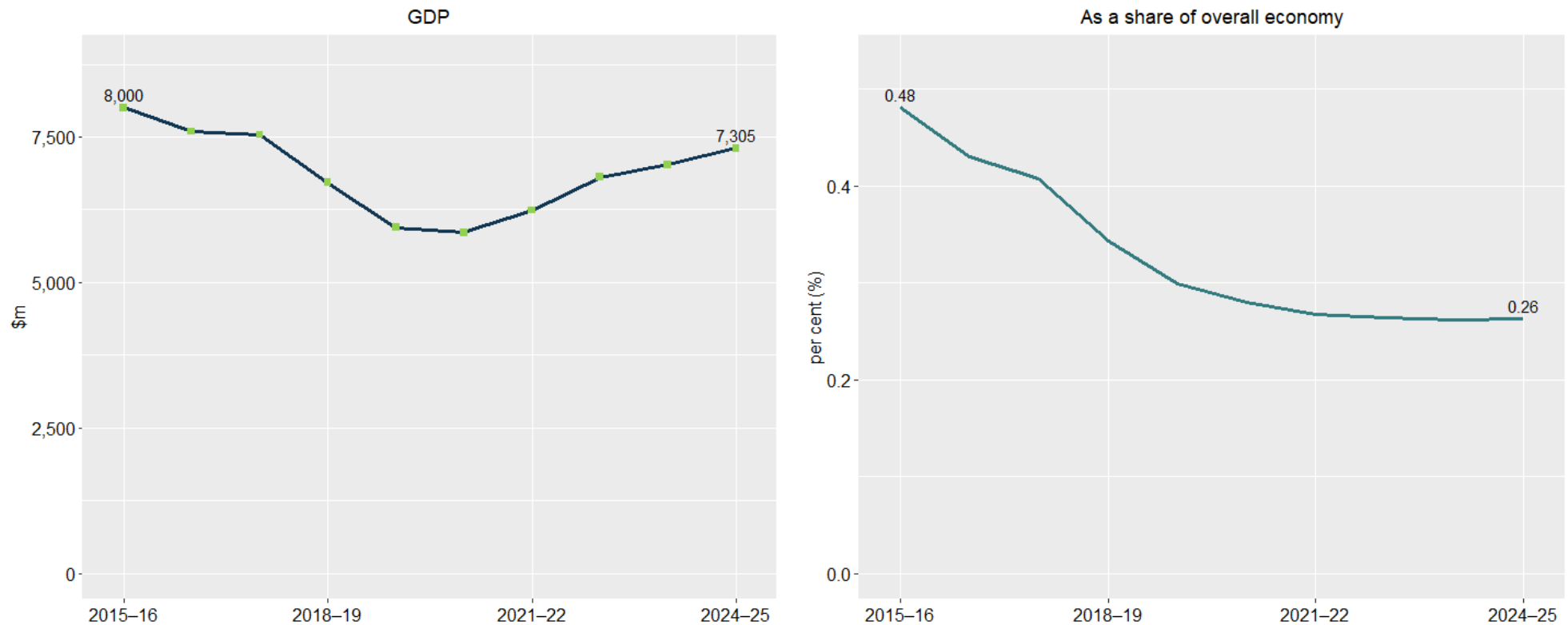
Explanatory notes

Film and television activities decreased by \$696 million, or 8.7%, from 2015–16 to 2024–25. As a share of GDP, it declined from 0.48% to 0.26% over the period.

This decline was mainly driven by decreases in free-to-air television broadcasting, and cable and other subscription broadcasting. These segments have faced several challenges over the period as more Australians have turned to online content. This shift has precipitated a trend where advertising budgets gravitate more towards online platforms.⁴

⁴ IBISWorld industry report (2025), J5621 Free-to-Air Television Broadcasting in Australia, August 2025, p. 8.

Figure 12: Film and television activities, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 18.

Explanatory notes

See notes of Table 7.

Table 8: Radio broadcasting, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	1,438	713	9	722	0.04
2016–17	1,381	670	8	678	0.04
2017–18	1,451	701	10	711	0.04
2018–19	1,331	562	5	567	0.03
2019–20	1,265	508	5	513	0.03
2020–21	1,321	584	-12	572	0.03
2021–22	1,391	578	2	580	0.02
2022–23	1,421	555	2	557	0.02
2023–24	1,371	529	1	530	0.02
2024–25	1,425	550	1	551	0.02

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 10.

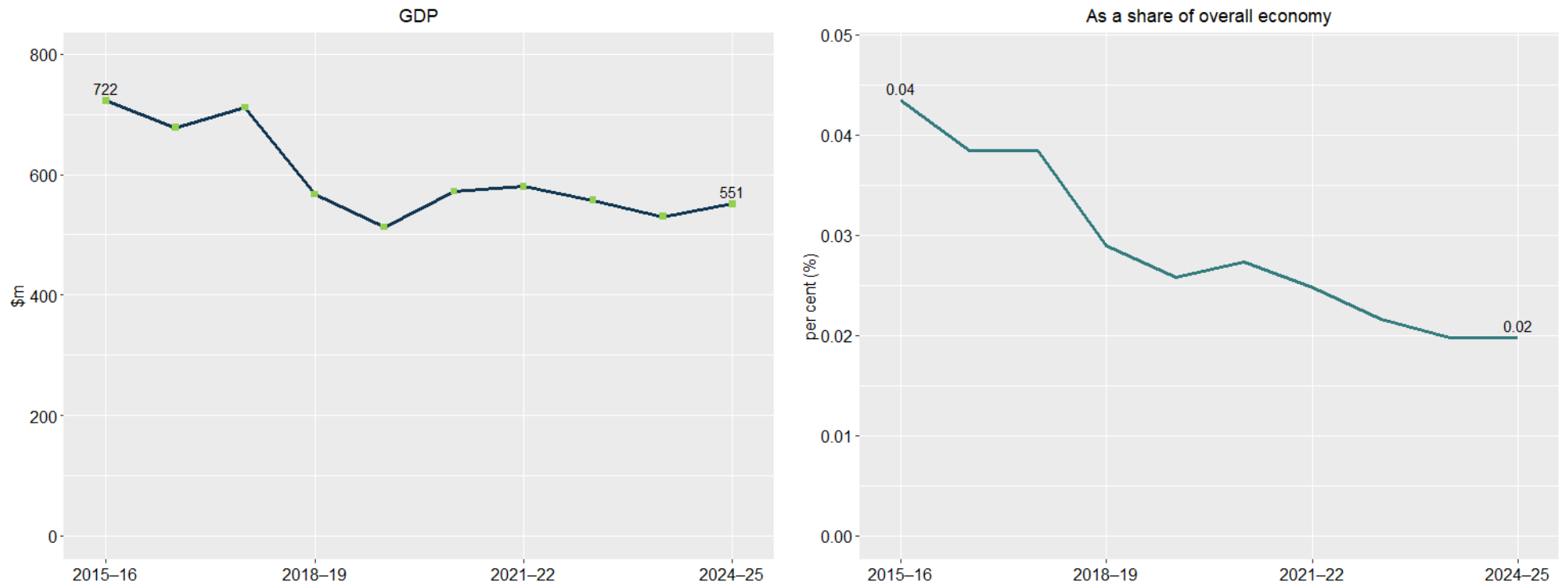
Explanatory notes

Radio broadcasting GDP decreased by \$172 million, or 23.8%, from 2015–16 to 2024–25.

The industry has experienced declining listener numbers as smartphones and tablets have made alternative audio and entertainment options more accessible. However, radio’s popular personalities and signature interactivity retain a loyal listener base, maintaining some advertising revenue.⁵

⁵ IBISWorld industry report (2024), J5610 Radio Broadcasting in Australia, April 2025, p. 9.

Figure 13: Radio broadcasting, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 19.

Explanatory notes

See notes of Table 8.

Table 9: Internet publishing and broadcasting, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	1,635	735	0	735	0.04
2016–17	2,033	967	7	974	0.06
2017–18	2,337	1,121	7	1,128	0.06
2018–19	2,324	1,144	8	1,152	0.06
2019–20	2,513	1,183	9	1,192	0.06
2020–21	2,386	1,100	10	1,110	0.05
2021–22	2,695	1,152	11	1,163	0.05
2022–23	3,271	1,368	13	1,381	0.05
2023–24	3,706	1,550	15	1,565	0.06
2024–25	3,850	1,611	16	1,627	0.06

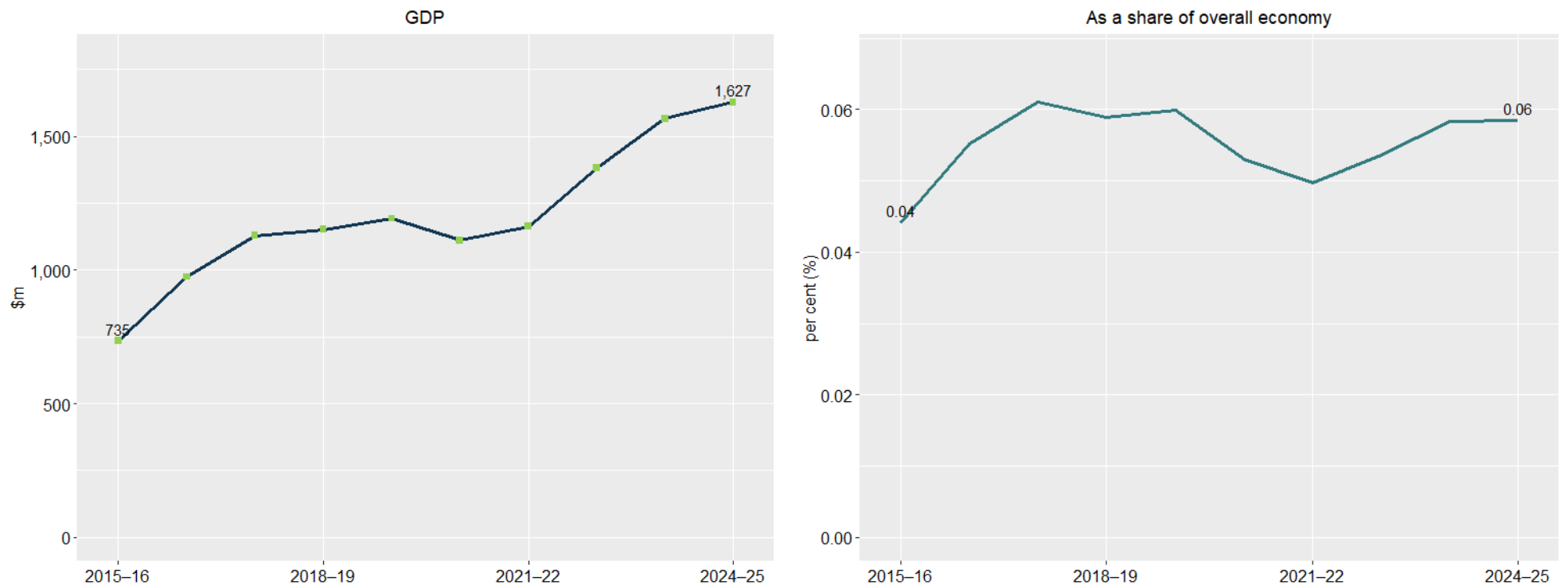
Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 11.

Explanatory notes

Internet publishing and broadcasting GDP increased by \$891 million from 2015–16 to 2024–25. This domain has grown strongly. Improved digital connectivity has made internet publishing and broadcasting services more accessible to consumers, elevating demand.⁶ As a share of the overall economy, this domain increased from 0.04% to 0.06% over the period.

⁶ IBISWorld industry report (2025), J5700 Internet Publishing and Broadcasting in Australia, October 2025, p. 8.

Figure 14: Internet publishing and broadcasting, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 20.

Explanatory notes

See notes of Table 9.

Table 10: Libraries and archives, 2015–16 to 2024–25

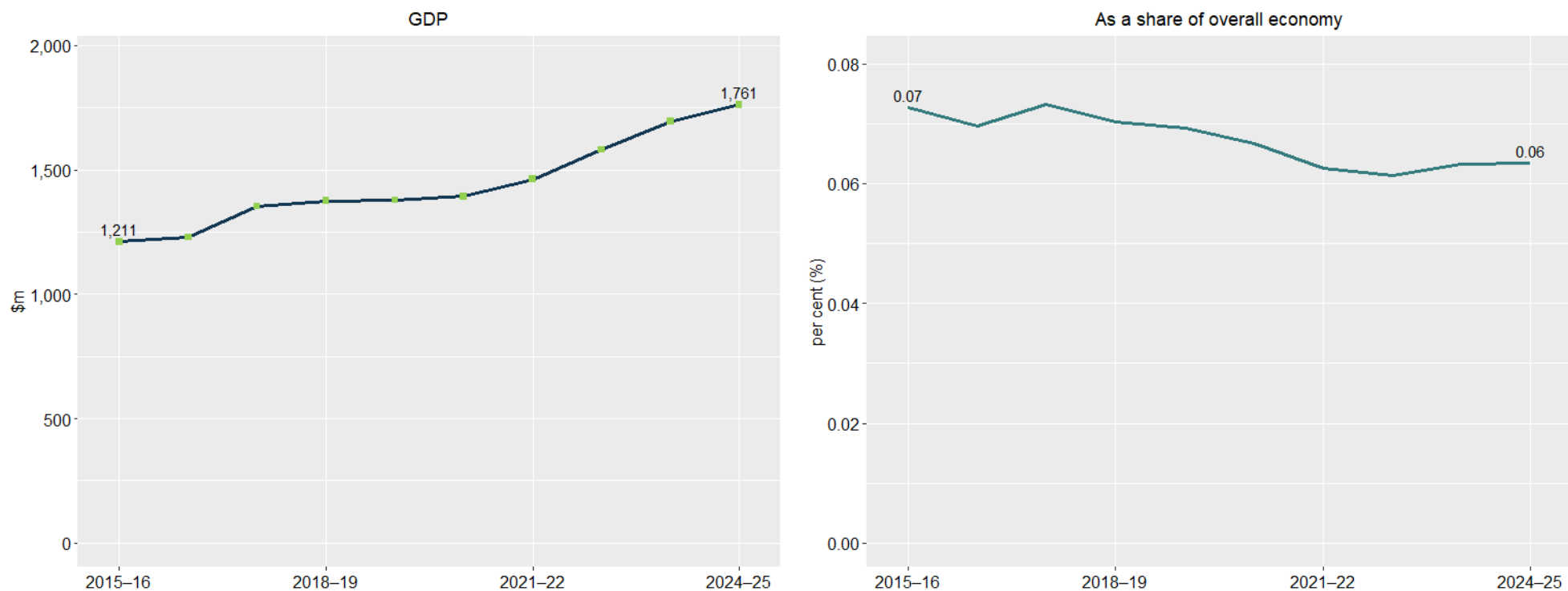
Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	1,539	1,181	30	1,211	0.07
2016–17	1,624	1,197	32	1,229	0.07
2017–18	1,806	1,320	33	1,353	0.07
2018–19	1,809	1,339	37	1,376	0.07
2019–20	1,783	1,345	34	1,379	0.07
2020–21	1,737	1,351	42	1,393	0.07
2021–22	1,833	1,414	48	1,462	0.06
2022–23	2,007	1,531	51	1,582	0.06
2023–24	2,126	1,635	60	1,695	0.06
2024–25	2,209	1,698	63	1,761	0.06

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 12.

Explanatory notes

Cultural and creative activity GDP in libraries and archives increased by \$550 million from 2015–16 to 2024–25. As a share of overall economy, the domain has declined slightly over the period.

Figure 15: Libraries and archives, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 21.

Explanatory notes

See notes of Table 10.

Table 11: Print media and publishing (excl. internet), 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	18,833	10,017	919	10,936	0.66
2016–17	18,439	9,356	885	10,241	0.58
2017–18	17,142	9,033	879	9,913	0.54
2018–19	18,948	9,004	899	9,903	0.51
2019–20	20,713	9,141	935	10,076	0.51
2020–21	22,609	10,257	1,018	11,275	0.54
2021–22	27,657	12,432	1,141	13,573	0.58
2022–23	34,770	13,492	1,263	14,755	0.57
2023–24	38,544	15,446	1,547	16,993	0.63
2024–25	39,924	15,998	1,631	17,630	0.63

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 13.

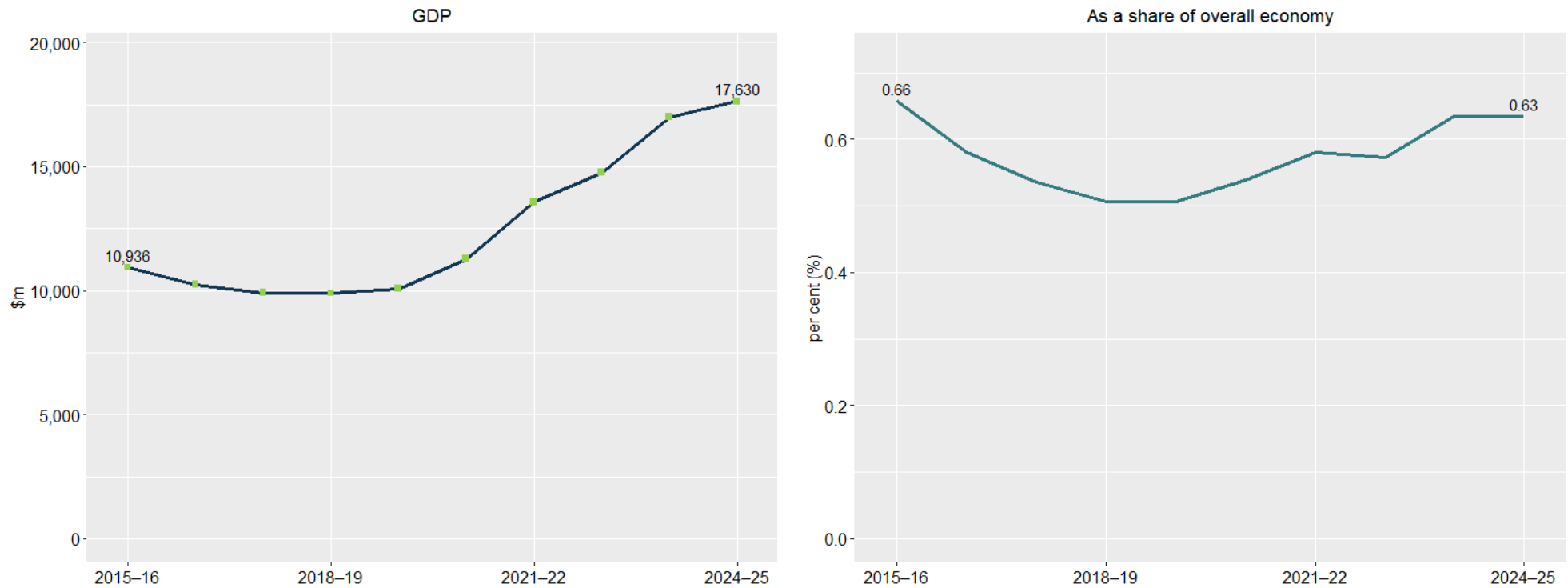
Explanatory notes

Cultural and creative activity GDP in print media and publishing (excl. internet) increased by \$6.7 billion, or 61.2%, from 2015–16 to 2024–25. The increase was mainly driven by software publishing, which has experienced strong growth in recent years. Remote working trends have supported software adoption, lifting the sector to new heights.⁷ However, the domain’s share of GDP declined from 0.66% to 0.63% over the period. This was mainly driven by the decrease in newspaper, magazine and other periodic publishing activity, reflecting declining demand for printed publications.⁸

⁷ IBISWorld industry report (2025), J5420 Software Publishing in Australia, January 2025, p. 5.

⁸ IBISWorld industry report (2025), J5411 Newspaper Publishing in Australia, September 2025, p. 4.

Figure 16: Print media and publishing (excl. internet), GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 22.

Explanatory notes

See notes of Table 11.

Table 12: Architecture services, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	10,297	4,610	6	4,615	0.28
2016–17	10,051	4,600	4	4,604	0.26
2017–18	11,022	4,800	5	4,805	0.26
2018–19	11,292	4,870	5	4,875	0.25
2019–20	11,707	5,172	5	5,177	0.26
2020–21	11,918	5,323	5	5,328	0.25
2021–22	12,702	5,555	6	5,561	0.24
2022–23	13,778	5,987	7	5,994	0.23
2023–24	14,879	6,512	7	6,519	0.24
2024–25	15,473	6,772	7	6,779	0.24

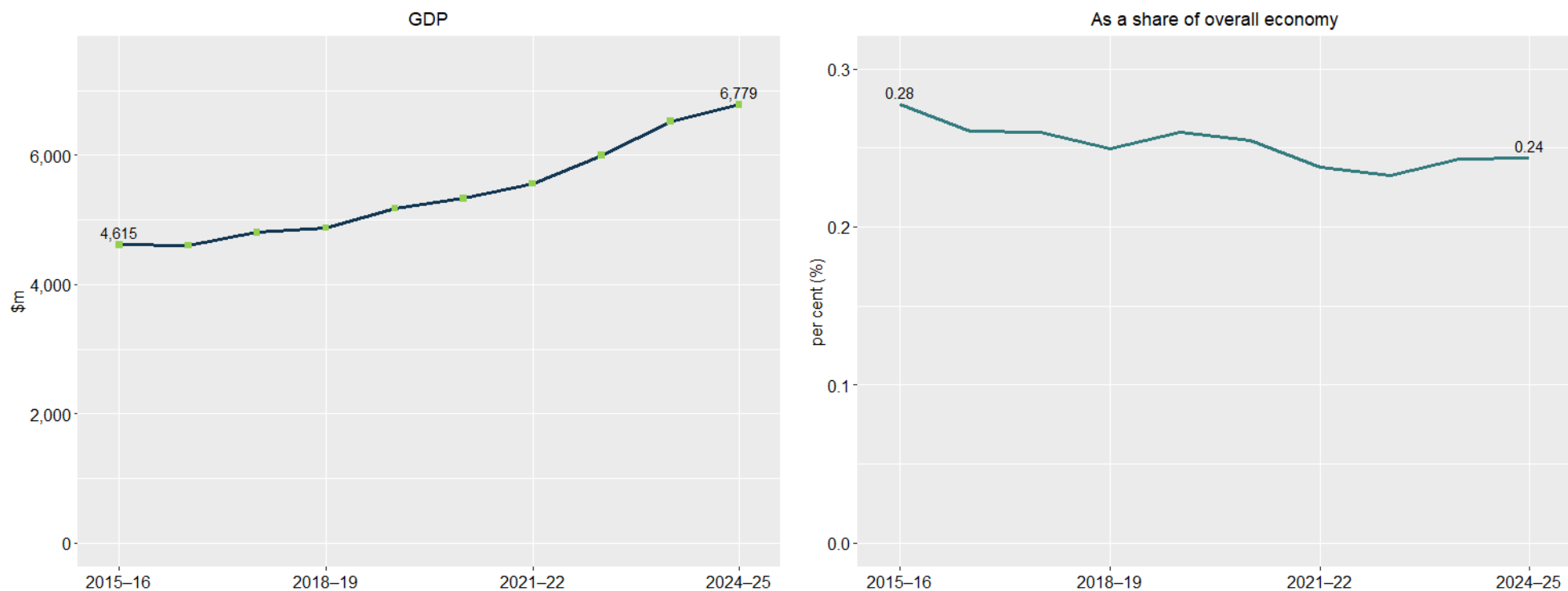
Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 14.

Explanatory notes

Cultural and creative activity GDP in architecture services increased by \$2.2 billion, or 46.9%, from 2015–16 to 2024–25. Despite recent challenges in the construction sector, profitability in architecture services is increasing as firms expand into higher-value offerings such as sustainable design consulting, project management and specialised services.⁹ However, as a share of the overall economy, this domain has declined from 0.28% to 0.24% over the period.

⁹ IBISWorld industry report (2025), M6921 Architectural Services in Australia, June 2025, p. 4.

Figure 17: Architecture services, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 23.

Explanatory notes

See notes of Table 12.

Table 13: Design and fashion, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	6,928	3,281	4	3,285	0.20
2016–17	8,621	4,159	7	4,166	0.24
2017–18	9,162	4,440	6	4,446	0.24
2018–19	9,221	4,373	6	4,379	0.22
2019–20	9,349	4,532	7	4,539	0.23
2020–21	9,718	4,815	7	4,822	0.23
2021–22	10,023	4,956	6	4,962	0.21
2022–23	10,756	5,406	5	5,411	0.21
2023–24	11,530	5,811	5	5,816	0.22
2024–25	11,938	6,016	5	6,021	0.22

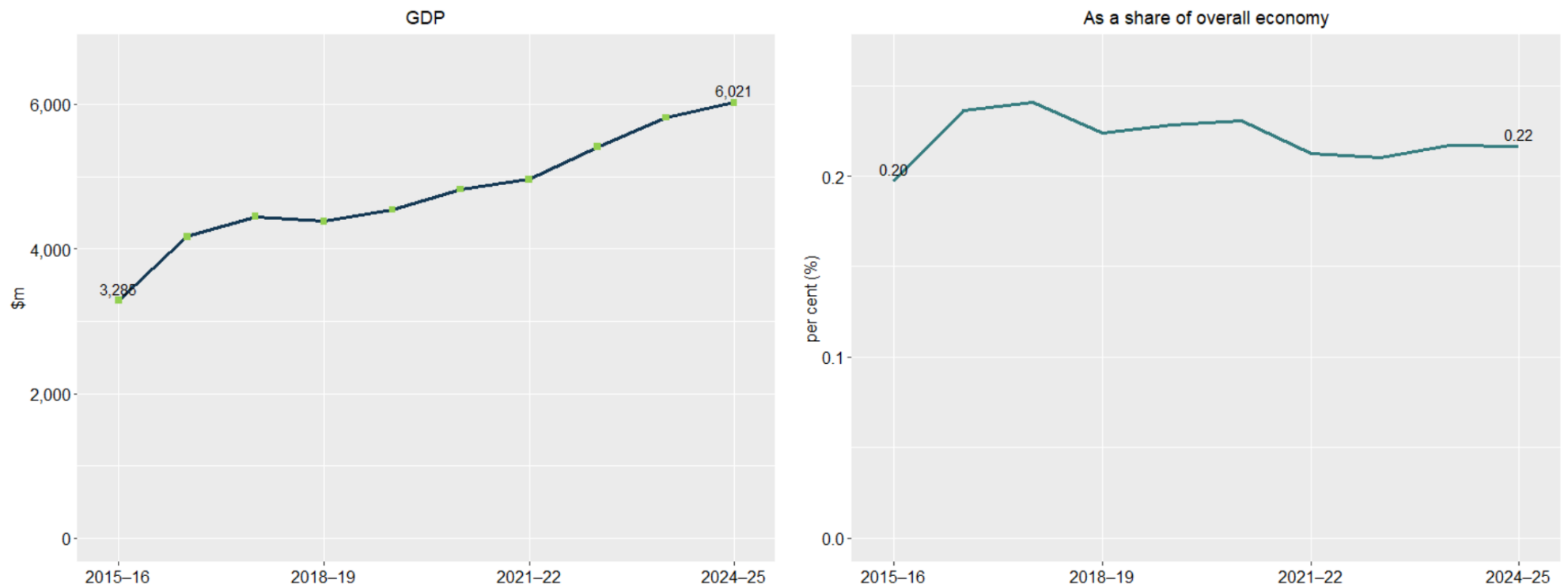
Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 15.

Explanatory notes

Cultural and creative activity GDP in design and fashion increased by \$2.7 billion from 2015–16 to 2024–25. Growth was mainly driven by specialised design service providers that have integrated new design innovations and have capitalised on the widespread adoption of digital technology. More businesses have taken their operations online and onto social media platforms, lifting demand for website design services.¹⁰ As a share of the overall economy, the domain increased from 0.20% in 2015–16 to 0.22% in 2024–25.

¹⁰ IBISWorld industry report (2024), M6924 Specialised Design Services in Australia, October 2024, p. 12.

Figure 18: Design and fashion, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 24.

Explanatory notes

See notes of Table 13.

Table 14: Advertising and promotion, 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	22,735	11,059	101	11,160	0.67
2016–17	24,826	12,294	91	12,385	0.70
2017–18	25,950	12,752	94	12,846	0.69
2018–19	27,717	13,410	102	13,512	0.69
2019–20	26,989	13,384	100	13,484	0.68
2020–21	27,590	13,851	103	13,954	0.67
2021–22	30,575	15,410	102	15,512	0.66
2022–23	33,414	17,056	101	17,157	0.67
2023–24	33,996	17,356	83	17,439	0.65
2024–25	35,251	17,996	88	18,084	0.65

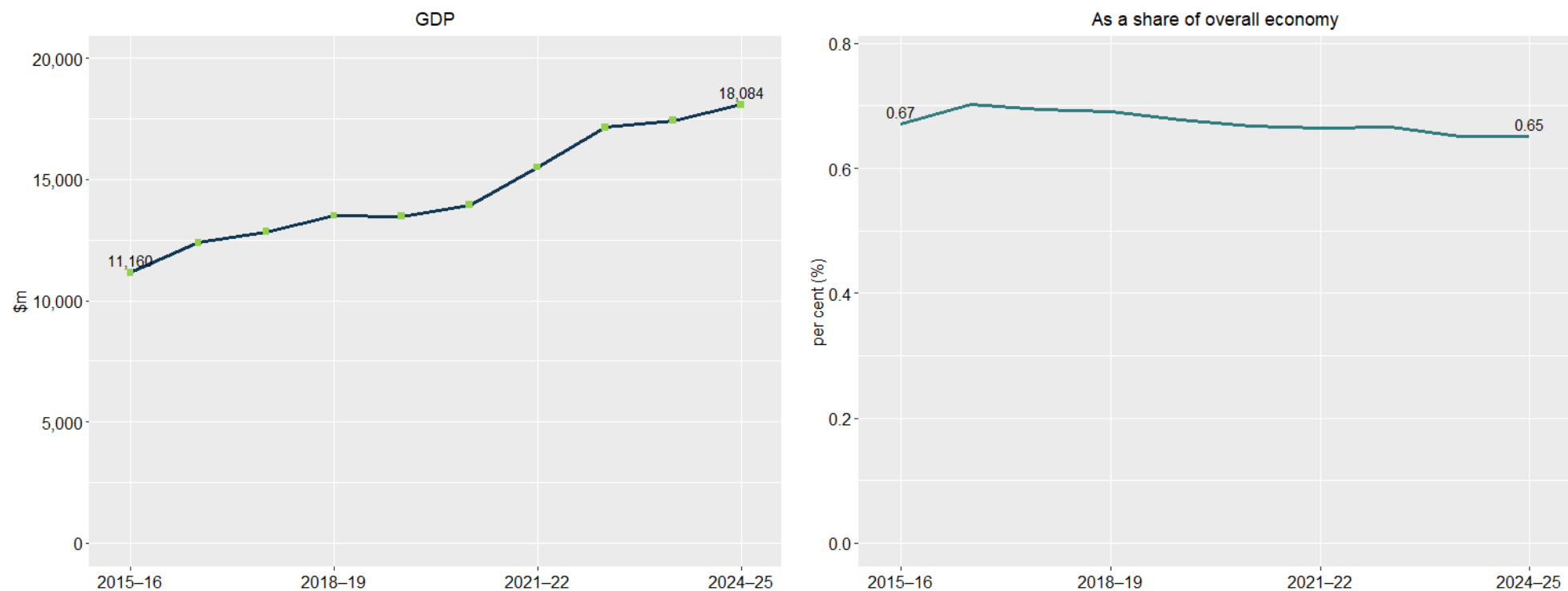
Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 16.

Explanatory notes

Advertising and promotion was the largest cultural and creative domain in 2024–25, accounting for 25.7% of total cultural and creative activity. GDP in this domain increased by \$6.9 billion, from \$11.2 billion in 2015–16 to \$18.1 billion in 2024–25. Growth was supported by technology investment and digital transformation, which have improved profitability by increasing digital advertising uptake and lowering operating costs through tools such as AI-driven campaigns and digital billboards.¹¹ As a share of the overall economy, the domain declined slightly from 0.67% to 0.65% over the period.

¹¹ IBISWorld industry report (2025), M6941 Advertising Agencies in Australia, May 2025, p. 3.

Figure 19: Advertising and promotion, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 25.

Explanatory notes

See notes of Table 14.

Table 15: Events (arts), 2015–16 to 2024–25

Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	1,017	638	25	663	0.04
2016–17	1,064	662	14	676	0.04
2017–18	1,144	744	12	756	0.04
2018–19	1,215	804	12	816	0.04
2019–20	1,105	751	9	760	0.04
2020–21	1,095	743	11	753	0.04
2021–22	1,440	968	11	979	0.04
2022–23	1,437	950	12	962	0.04
2023–24	1,483	957	13	970	0.04
2024–25	1,547	998	14	1,012	0.04

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 17.

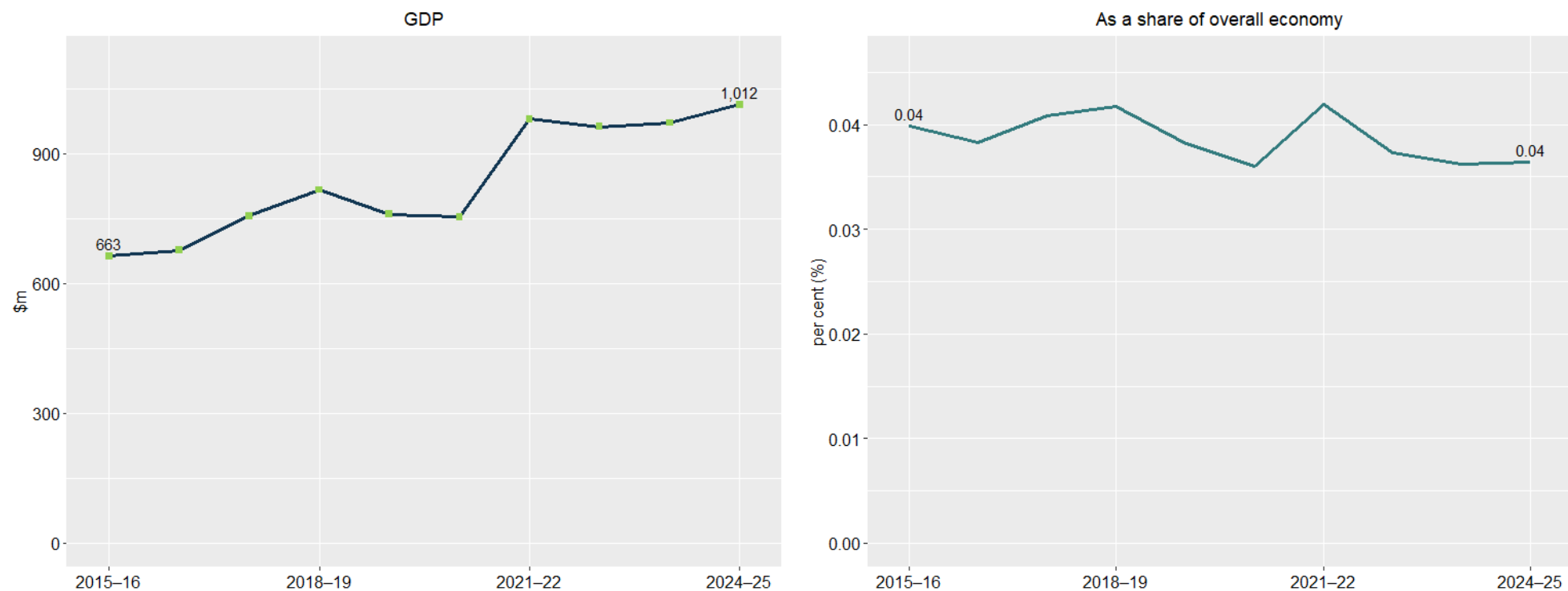
Explanatory notes

Cultural and creative activity GDP in arts-related events increased by \$349 million, or 52.7%, from 2015–16 to 2024–25. Event promotion and management activities was significantly affected by COVID-19, with lockdowns restricting conferences, events and other industry services over this period.¹² As a restrictions eased, GVA rebounded in 2021–22, supported by the return of major events including music concerts. As a share of the overall economy, the domain remained relative flat at 0.04% over the period.¹³

¹² IBISWorld industry report (2022), N7299 Event Promotion and Management Services in Australia, August 2022, p. 9.

¹³ IBISWorld industry report (2023), N7299 Event Promotion and Management Services in Australia, August 2023, p. 15.

Figure 20: Events (arts), GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 17.

Explanatory notes

See notes of Table 15.

Table 16: Arts education, 2015–16 to 2024–25

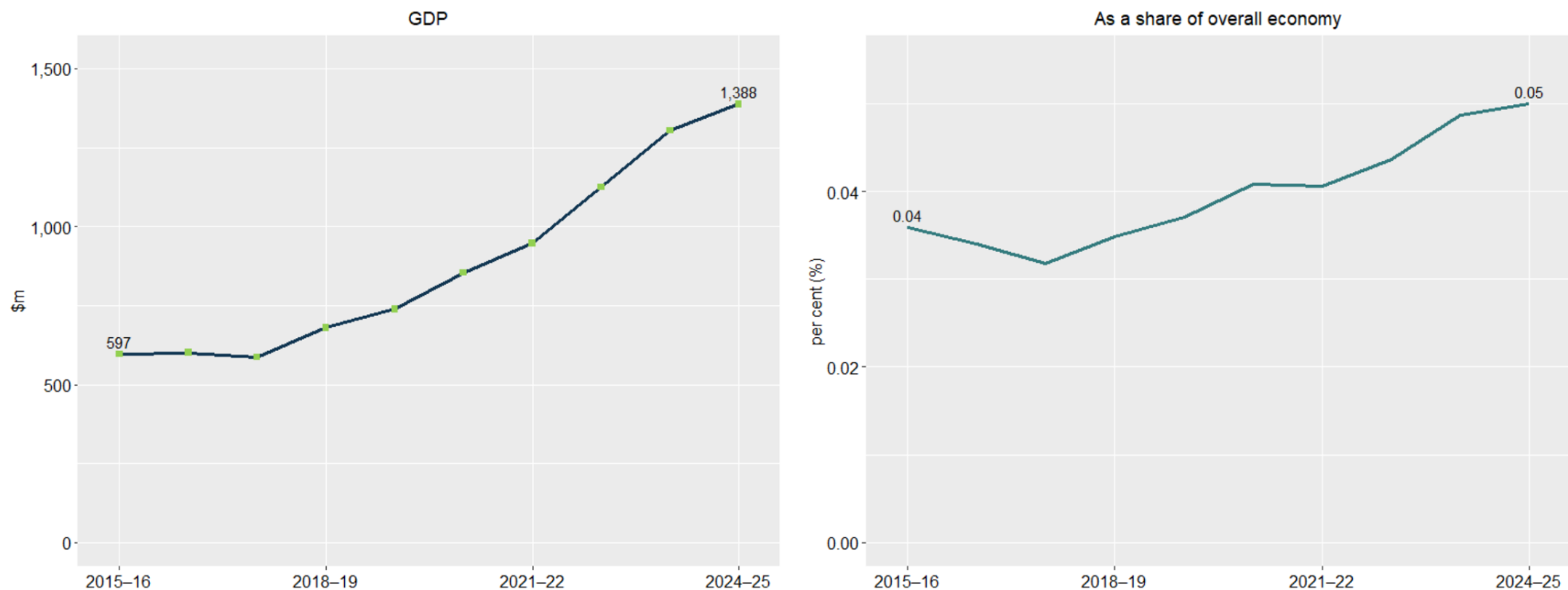
Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	954	552	45	597	0.04
2016–17	963	538	63	601	0.03
2017–18	960	533	54	587	0.03
2018–19	1,089	617	63	680	0.03
2019–20	1,087	659	79	738	0.04
2020–21	1,201	766	88	853	0.04
2021–22	1,311	844	103	948	0.04
2022–23	1,561	998	126	1,124	0.04
2023–24	1,709	1,164	140	1,304	0.05
2024–25	1,820	1,240	148	1,388	0.05

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 18.

Explanatory notes

Cultural and creative activity GDP in arts education increased by \$791 million from 2015–16 to 2024–25. As a share of overall economy, the domain increased slightly, from 0.04% to 0.05% over the period.

Figure 21: Arts education, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 27.

Explanatory notes

See notes of Table 16.

Table 17: Digital games development, 2015–16 to 2024–25

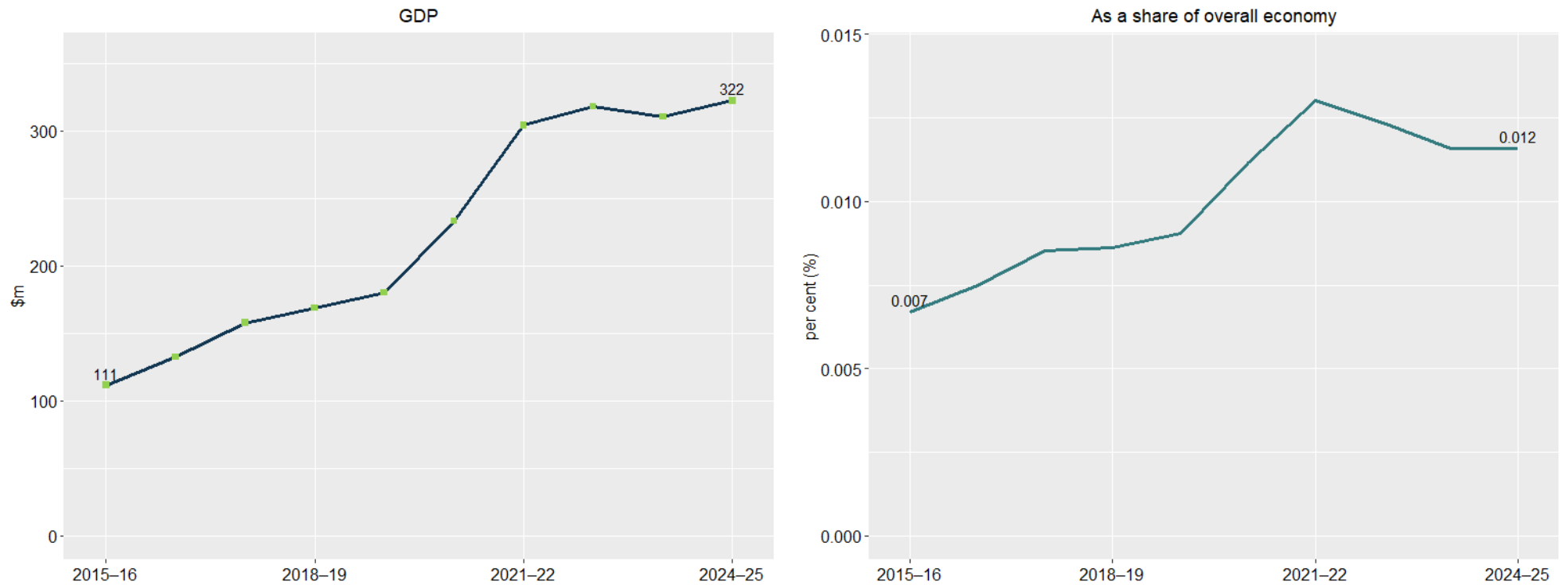
Period	Output (\$m)	GVA (\$m)	Net taxes on products (\$m)	GDP (\$m)	As a share of GDP (%)
2015–16	277	109	3	111	0.007
2016–17	281	126	6	132	0.008
2017–18	269	150	7	158	0.009
2018–19	280	160	9	169	0.009
2019–20	256	169	12	180	0.009
2020–21	261	219	15	233	0.011
2021–22	287	286	18	304	0.013
2022–23	320	299	19	318	0.012
2023–24	354	295	16	310	0.012
2024–25	418	306	16	322	0.012

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 19.

Explanatory notes

Cultural and creative GDP in digital games development increased significantly, rising from \$111 million in 2015–16 to \$322 million in 2024–25. Growth has been supported by strong consumer uptake of video games over the past decade. As a share of the overall economy, this domain has increased from 0.007% to 0.012% over the period.

Figure 22: Digital games development, GDP and as a share of overall economy



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh), Figure 28.

Explanatory notes

See notes of Table 17.

Table 18: Cultural and creative activity, GVA by industry division (\$m), 2015–16 to 2024–25

Period	Manufacturing	Construction	Wholesale Trade	Retail Trade	Information Media and Telecommunications	Professional, Scientific and Technical Services	Administrative and Support Services	Education and Training	Arts and Recreation Services	Other Services	Total
2015–16	2,925	1,032	1,631	338	18,315	16,952	638	552	2,727	248	45,357
2016–17	2,825	1,045	1,713	298	17,342	19,018	662	538	2,894	260	46,597
2017–18	2,728	1,347	1,365	298	17,674	19,811	744	533	2,874	246	47,620
2018–19	2,936	1,325	1,268	250	16,875	20,505	804	617	3,275	267	48,123
2019–20	2,628	1,354	1,192	221	16,518	21,035	751	659	3,022	212	47,592
2020–21	2,759	1,384	1,253	232	17,331	21,951	743	766	2,669	203	49,290
2021–22	2,778	1,440	1,294	241	19,822	24,069	968	844	3,008	225	54,689
2022–23	2,940	1,625	1,464	296	21,507	26,468	950	998	3,570	249	60,066
2023–24	2,951	1,750	1,520	332	24,022	27,611	957	1,164	3,599	365	64,272
2024–25	3,027	1,839	1,540	341	24,958	28,628	998	1,240	3,814	382	66,767

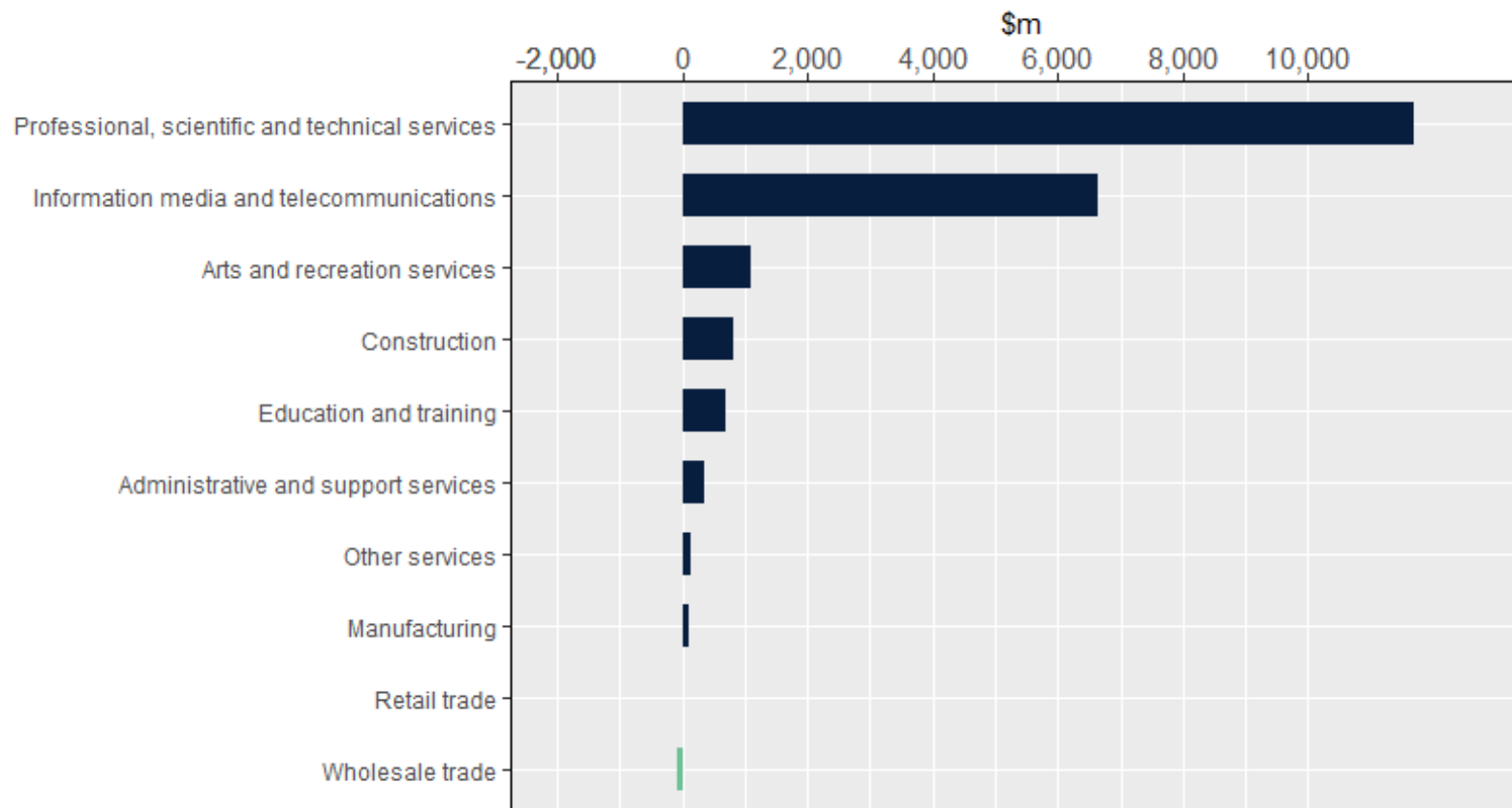
Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 20.

Explanatory notes

Cultural and creative activity occurs across several industry divisions. Professional, Scientific and Technical Services was the largest contributor to growth over the period, with cultural and creative GVA increasing by \$11.7 billion, or 68.9%, from 2015–16 to 2024–25. This growth was driven primarily by advertising services due to increases in total business profit, reduced operational expenses and further digital advertising growth buttressing demand for advertising services.¹⁴ Information Media and Telecommunications was the second-largest contributor, with cultural and creative GVA increasing by \$6.6 billion, or 36.3%, over the period. Growth was mainly driven by software publishing, which has experienced significant growth in recent years due to increased internet access and adoption of new technologies. Arts and Recreation Services was the third-largest contributor, increasing by \$1.1 billion, or 39.9%, over the period, mainly driven by creative artists, musicians, writers and performers.

¹⁴ IBISWorld industry report (2025), M6941 Advertising Agencies in Australia, May 2025, p. 5.

Figure 23: Cultural and creative GVA change by division, 2015–16 to 2024–25

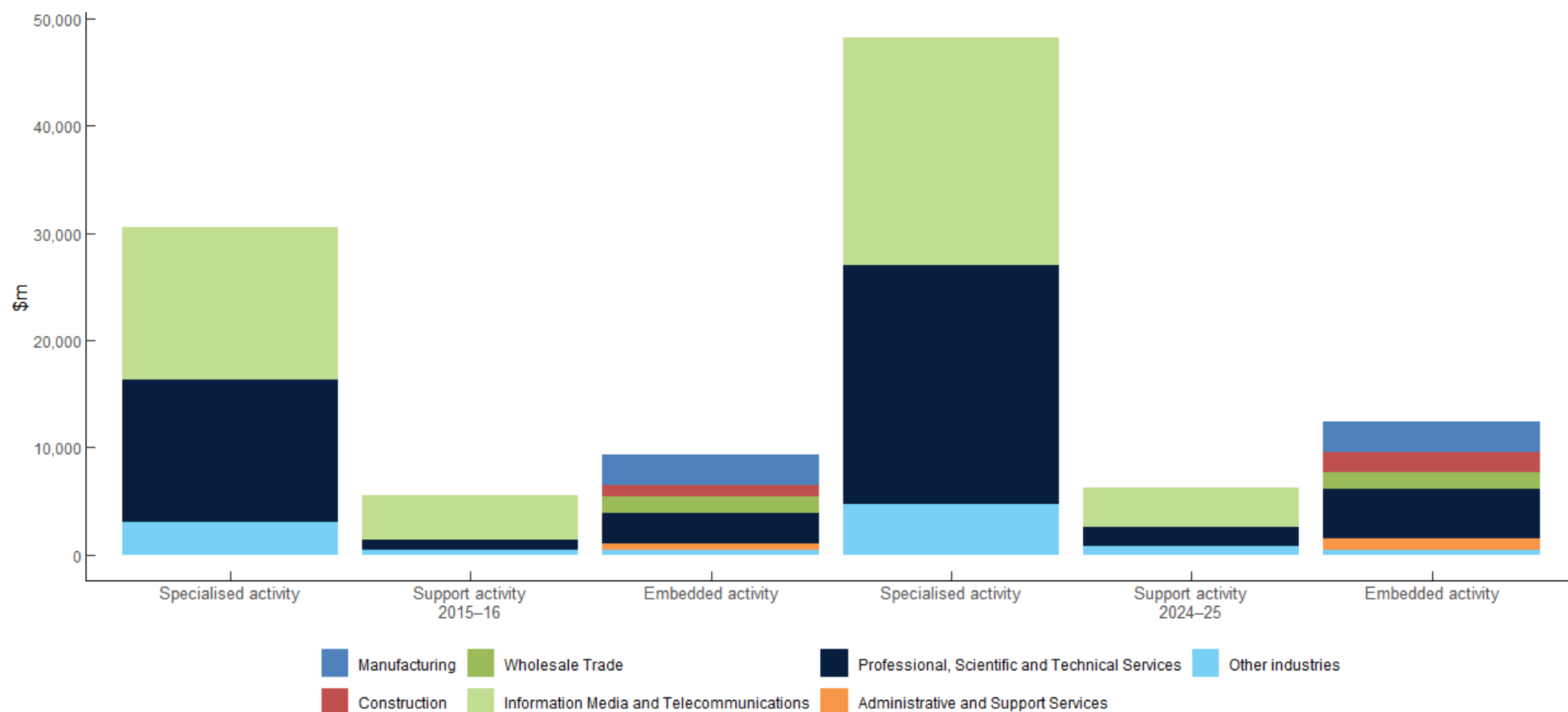


Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figure 29.

Explanatory notes

See notes of Table 18.

Figure 24: Industry contributors to specialised, support and embedded activities, 2015–16 to 2024–25



Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Figures 30–32.

Explanatory notes

See notes of Table 19, 20 and 23.

Table 19: Specialised activity, 2015–16 to 2024–25 (\$m)

Period	Manufacturing	Information Media and Telecommunications	Professional, Scientific and Technical Services	Education and Training	Arts and Recreation Services	Other Services	Total
2015–16	113	14,164	13,240	517	2,277	214	30,525
2016–17	130	13,087	14,680	506	2,413	226	31,042
2017–18	131	13,406	15,368	503	2,439	212	32,059
2018–19	141	12,663	15,889	584	2,723	230	32,231
2019–20	91	12,548	16,431	619	2,503	182	32,373
2020–21	113	13,630	17,182	723	2,172	176	33,996
2021–22	129	16,684	18,754	796	2,429	195	38,987
2022–23	169	18,087	20,581	946	2,923	218	42,922
2023–24	165	20,372	21,422	1,104	2,926	319	46,308
2024–25	169	21,166	22,211	1,176	3,100	334	48,156

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 21.

Explanatory notes

Specialised activity refers to cultural and creative products being produced within cultural and creative industries. This activity increased by \$17.6 billion, or 57.8%, from \$30.5 billion in 2015–16 to \$48.2 billion in 2024–25. Specialised activity accounted for 72.1% of total cultural and creative activity GVA in 2024–25, indicating that most cultural and creative products were produced within cultural and creative industries. Professional, Scientific and Technical Services and Information Media and Telecommunications together accounted for around 90% of specialised activity in 2024–25.

Table 20: Support activity, 2015–16 to 2024–25 (\$m)

Period	Manufacturing	Information Media and Telecommunications	Professional, Scientific and Technical Services	Education and Training	Arts and Recreation Services	Other Services	Total
2015–16	35	4,077	966	35	399	33	5,545
2016–17	34	4,176	1,106	32	411	35	5,793
2017–18	34	4,183	1,176	29	386	34	5,843
2018–19	37	4,127	1,180	34	494	37	5,908
2019–20	24	3,905	1,273	40	463	30	5,736
2020–21	32	3,645	1,297	43	442	27	5,485
2021–22	40	3,049	1,381	48	524	29	5,071
2022–23	49	3,314	1,535	51	600	31	5,581
2023–24	47	3,549	1,673	60	618	46	5,993
2024–25	49	3,687	1,734	64	655	48	6,237

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 22.

Explanatory notes

Support activity refers to products that fall outside the scope of cultural and creative products but are produced by industries classified as cultural and creative. This activity accounted for \$6.2 billion, or 9.3%, of cultural and creative activity GVA in 2024–25. Support activity increased by \$692 million, or 12.5%, from \$5.5 billion in 2015–16 to \$6.2 billion in 2024–25. The main contributors were non-cultural and non-creative products relating to advertising services, including advertising space in newspapers, magazines and other periodicals, books, and internet publishing. As a result, most support activity was concentrated in the Information, Media and Telecommunications industry. Growth in support activity was mainly driven by increased advertising services in internet publishing and broadcasting, as providers such as subscription video-on-demand services introduced more advertising to generate additional revenue.¹⁵

¹⁵ IBISWorld industry report (2025), J5700 Internet Publishing and Broadcasting in Australia, October 2025, p. 3.

Table 21: In-scope cultural and creative industry subdivisions (\$m)

Period	Printing (including Reproducti on of Recorded Media)	Publishing (except Internet and Music Publishing)	Motion Picture and Sound Recording Activities	Broadcasti ng (except Internet)	Internet Publishing and Broadcasting	Library and Other Information Services	Professional, Scientific and Technical Services (except Computer System Design and Related Services)	Adult, Community and Other Education	Heritage Activities	Creative and Performing Arts Activities	Personal and Other Services	Total
2015–16	147	7,512	2,887	5,745	733	1,364	14,206	552	571	2,105	248	36,070
2016–17	164	6,638	2,922	5,393	965	1,345	15,786	538	616	2,208	260	36,835
2017–18	165	6,752	2,886	5,391	1,120	1,440	16,544	533	625	2,201	246	37,902
2018–19	178	6,824	2,973	4,401	1,138	1,454	17,069	617	684	2,533	267	38,139
2019–20	115	7,232	2,719	3,853	1,179	1,470	17,704	659	705	2,261	212	38,109
2020–21	145	8,272	1,982	4,455	1,097	1,469	18,479	766	729	1,886	203	39,481
2021–22	169	10,272	2,420	4,334	1,147	1,560	20,135	844	747	2,205	225	44,058
2022–23	218	10,952	3,234	4,169	1,364	1,682	22,116	998	837	2,686	249	48,504
2023–24	213	12,852	3,704	4,029	1,546	1,790	23,094	1,164	884	2,660	365	52,301
2024–25	218	13,352	3,848	4,186	1,606	1,860	23,945	1,240	937	2,818	382	54,393

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 23.

Explanatory notes

Both specialised and support activity are captured within cultural and creative industries, with in-scope industries further broken down into 11 subdivisions at the 2-digit ANZSIC level.

Table 22: Embedded activity, 2015–16 to 2024–25 (\$m)

Period	Manufacturing	Construction	Wholesale Trade	Retail Trade	Information Media and Telecommunications	Professional, Scientific and Technical Services	Administrative and Support Services	Arts and Recreation Services	Total
2015–16	2,778	1,032	1,631	338	73	2,746	638	51	9,287
2016–17	2,661	1,045	1,713	298	79	3,233	662	70	9,761
2017–18	2,563	1,347	1,365	298	85	3,267	744	48	9,718
2018–19	2,758	1,325	1,268	250	85	3,436	804	58	9,984
2019–20	2,513	1,354	1,192	221	65	3,331	751	57	9,483
2020–21	2,614	1,384	1,253	232	56	3,473	743	54	9,809
2021–22	2,609	1,440	1,294	241	89	3,934	968	56	10,631
2022–23	2,722	1,625	1,464	296	106	4,352	950	47	11,563
2023–24	2,739	1,750	1,520	332	101	4,516	957	56	11,971
2024–25	2,809	1,839	1,540	341	105	4,683	998	59	12,374

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations. Corresponding reference: Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh), Table 24.

Explanatory notes

Embedded activity contributed \$12.4 billion of cultural and creative activity GVA in 2024–25, accounting for 18.5% of total cultural and creative activity. Most embedded activity was produced from Professional, Scientific and Technical Services and Manufacturing industries. This was because some cultural and creative activities – such as management services (including business, artists, entertainers and sporting professionals), manufacturing products of printing materials and crafts – have only been identified as in-scope activities through their product levels rather than industry levels. As a result, the economic value produced by these activities was only estimated as embedded activity.

Table 23: Revisions from 2015–16 to 2023–24

Period	Cultural and creative activity gross value added (GVA) (\$m)	Net taxes on products of cultural and creative activity (\$m)	Cultural and creative activity GDP (\$m)	Cultural and creative activity as a share of GDP (%)
2015–16	149	0	149	-0.0
2016–17	193	0	194	-0.0
2017–18	181	-0	181	-0.0
2018–19	157	0	157	-0.0
2019–20	137	0	138	-0.0
2020–21	-143	3	-140	-0.0
2021–22	-92	-6	-98	-0.0
2022–23	-55	1	-54	-0.0
2023–24	117	125	242	0.0

Source: ABS Australian System of National Accounts, Australian National Accounts: Input-Output Tables (Product Details); Australian National Accounts: Supply Use Tables; BCARR calculations.

Explanatory notes

The estimates of cultural and creative activity from 2015–16 to 2023–24 are derived from the ABS National Accounts data: Australian System of National Accounts, 2024–25, Australian National Accounts: Supply Use Tables, 2023–24, and Australian National Accounts: Input-Output Tables, 2023–24. As a result of revisions to these data sources, BCARR’s updated estimates of cultural and creative activity differ from those published in previous releases. The revised estimates cover 2015–16 to 2023–24 and are compared with BCARR’s previous estimates published in Cultural and Creative Activity in Australia, 2014–15 to 2023–24 (shown in nominal values).

Appendix: Scope of cultural and creative domains

Cultural and creative activities are grouped by 15 domains. The activities within the domains are grouped in terms of the input-output product classification (IOPC) codes, and the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC 06) class codes.

No	Domain name	Domain scope
1	Literature, creative and performing arts	This domain includes: • Performing arts operations which provide or produce live theatrical or musical presentations or performances. • Creative artists, musicians, writers and performers who are independent individuals or groups mainly engaged in the regular creation of original artistic or cultural works. • Performing arts venue operations that operate venues for the presentation and rehearsal of performing arts. Visual arts creation activities are excluded from this domain.
2	Visual arts and crafts	This domain includes: • Activities of independent artists, e.g. sculptors, painters, etc. • Manufacturing products of crafts including tableware, ornamental pottery, glassware, jewellery and silverware. • Professional photographic services. • Photographic film processing activities.
3	Music production and distribution	This domain includes: • Musical instruments (including parts and accessories). • Music publishing activities. • Music and other sound recording activities, including studios and distribution.
4	Museums and galleries	This domain consists of museum operations such as the preservation and exhibition of heritage objects and artefacts, including activities in historical places and sites.
5	Film and television activities	This domain consists of: • Motion picture and video production. • Distribution and exhibition activities. • Post-production services. • Free-to-air and subscription television broadcasting.
6	Radio broadcasting	Radio broadcasting is mainly engaged in broadcasting audio signals using radio broadcasting studios and facilities.
7	Internet publishing and broadcasting	Internet publishing and broadcasting consists of activities engaged in publishing and/or broadcasting content on the internet.

No	Domain name	Domain scope
8	Libraries and archives	Libraries and archives include activities such as maintaining collections of documents and facilitating their use.
9	Print media and publishing (excl. internet)	This domain includes: • Printing products and printing support services. • Newspaper, magazine and book publishing. • Other publishing activities (excluding software, music and internet). • Software publishing and other information services.
10	Architecture services	Architecture services consist of planning and designing buildings, structures, and land development.
11	Design and fashion	This domain consists of specialised design services including commercial art, display services, and fashion, interior and jewellery design.
12	Advertising and promotion	This domain includes: • Advertising campaign creation and media planning. • Management services for businesses, artists and entertainers.
13	Events (arts)	This domain includes: • Theatre, concert ticketing and booking services. • Event management or promotion and fund-raising services.
14	Arts education	Arts education provides non-vocational instruction in art, dance, drama and music.
15	Digital games development	This domain consists of computer systems, hardware and software design and development services relating to digital games.