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EMPLOYMENT

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AUDIOVISUAL INDUSTRIES

About the data; Industry and occupations definitions

Summary

Number working in audiovisual industries

Employment patterns

Industries by state; States by industry

Men and women by industry

Qualifications by industry; Men's and women's qualifications by industry

Hours worked by industry

Income by industry; Income, by sex and industry

Country of birth by industry

Occupations

By industry, number and sex; Selected occupations, by sex

CREATIVE WORKFORCE

About the data; Segment definitions

Summary

Number employed in creative workforce

Employment patterns

By state

FOCUS

Building a career as a feature filmmaker

* Discontinued data

Audiovisual industries: About the data

The Australian Bureau of Statistics (ABS) provides three main sources of data on the number of people working in the audiovisual industries: the Census of Population and Housing (Census), Service Industry Surveys (SIS) and Work in Selected Culture and Leisure Activities Survey (WSCLAS), which is a supplement to the monthly Labour Force Survey (LFS).

Each survey differs in scope, is compiled over different reporting periods and uses a variety of data collection methods. The SIS are based on a sample of companies who report the number of workers employed in the last pay period in the financial year; they include all full-time, part-time and casual workers. The Census asks individuals to report their main source of income in the week prior to Census night. The WSCLAS also surveys individuals but asks respondents to indicate if they have received any form of payment from involvement with film, television and interactive content industries over a 12-month period.

Census, 1971–2006

Census employment data since 1971 is available on *Get the Picture*, covering eight survey periods: 1971, 1976, 1981, 1986, 1991, 1996, 2001 and 2006. The most recent Census was conducted on 8 August 2006. The next Census will be conducted on 7 August 2011.

The Census of Population and Housing is the largest statistical operation undertaken by the ABS. It aims to accurately measure the number of people in Australia on Census night, their key characteristics, and the dwellings in which they live. Except for foreign diplomats and their families, visitors to Australia are counted, regardless of how long they have been in the country or how long they plan to stay. Australian residents out of the country on Census night are not included. For employment data, the person's state or territory is their usual place of residence, not where they were on Census night or where the work was undertaken.

Employment data is categorised using industry and occupations definitions, which have changed over the years – the former negligibly, the latter substantially. See Industry and occupations definitions. Screen Australia has selected appropriate industry categories, and all occupations within these selected industry categories, for inclusion in *Get the Picture*.

Service Industry Surveys, 1993/94–2006/07

Service Industry Surveys are conducted by the ABS for various industries from time to time, and their scope varies depending on the individual survey.

See Industry and occupations definitions for the Australian and New Zealand Standard Industry Classification (ANZSIC) categories used for the survey.

Service Industry Surveys were conducted of the film exhibition industry in 1979/80, 1986/87, 1993/94, 1996/97 and 1999/00, and of the video hire industry in 1999/00. The ABS published data from these surveys in *Motion Picture Exhibition* (cat. no. 8654.0) and *Video Hire Industry* (cat. no. 8562.0). No updates are available as no further ABS surveys of these industries have been undertaken.

The ABS published SIS data for digital game development services for the first time for 2006/07 in *Digital Game Development Services Australia 2006/07* (cat. no. 8515.0). The survey included all Australian businesses that generated

income predominantly from the development of digital games for a range of formats, including, but not limited to, major consoles, handheld consoles, personal computers and mobile phones. As there is no specific ANZSIC category for digital game development services, the list of businesses was manually compiled by the ABS from information provided by industry associations, supplemented by web-based research.

SIS data for television, film and video production and post-production is available for five survey periods: 1993/94, 1996/97, 1999/2000, 2002/03 and 2006/07. Between 1993/94 and 1999/00, the data was published by the ABS as *Film and Video Production and Distribution* (cat. no. 8679.0). Film and video distribution has not been included since 2002/03, with the ABS instead publishing *Television, Film and Video Production* (cat. no. 8679.0), which encompassed businesses mainly engaged in film and video production and those engaged in providing commercial television broadcasting services. Television had previously been published in *Radio and Television Services* (cat. no. 8680.0) in 1993/94 and 1996/97 and in *Television Services* (cat. no. 8559.0) in 1999/00. Separate post-production data was published for the first time in 2006/07 in *Television, Film and Video Production and Post-Production Services* (cat. no. 8679.0); previously it was presented as part of production data.

In 2006/07, the scope for film and video production and post-production services included all employing and significant non-employing businesses classified, on the ABS Business Register, to the film and video production and post-production services classes of the ANZSIC.

Significant non-employing businesses were defined as having an annual turnover of at least \$84,000 for motion picture and video production activities and \$70,000 for post-production services and other activities. They contributed 22 per cent to the estimated number of businesses, 5.4 per cent to estimated total income and 5.1 per cent to estimated employment in 2006/07 (accounting for 77.3 per cent of the total number of working proprietors and partners).

Non-employing businesses were excluded from previous surveys. However, top-line figures for 2002/03 have since been adjusted to include significant non-employing businesses while other figures have been adjusted to correct statistical errors; where possible, these revised figures are used in *Get the Picture*. According to the revised estimates, non-employing businesses contributed 19.6 per cent to the estimated number of businesses, 3.7 per cent to estimated total income and 1.8 per cent to estimated employment in 2002/03.

Counts of businesses include only those operating at 30 June. Employment estimates include only those persons working for businesses during the last pay period of June (or the last pay period of the month specified). Financial estimates include the activity of any business that ceased or commenced operations during the financial year.

Work in Selected Culture and Leisure Activities, 1997–2007

The ABS has conducted the household LFS since 1960. The survey was undertaken on a quarterly basis before February 1978 and has been conducted monthly since then. The purpose of the LFS is to provide information on the labour market activity of the usually resident civilian population of Australia aged 15 and over.

Currently, the LFS is based on a multi-stage area sample of private dwellings (about 22,800 houses, flats, etc.) and a list sample of non-private dwellings (hotels, motels, etc.), covering about 0.24 per cent of the Australian population.

As part of the LFS, the ABS periodically collects data on the number of people involved in work related to various culture and leisure activities, classified by type of activity. It includes key characteristics of these people, the nature of the work (whether paid or unpaid), and details of other jobs held during a 12-month period. This data is available on *Get the Picture* for four survey periods: 1997, 2001, 2004 and 2007. In the latest WSCLAS, information was collected through interviews conducted over a two-week period during April 2007.

The survey's scope encompasses all persons aged 15 years and over who were usual residents of private dwellings, except members of the Australian permanent defence forces, certain diplomatic personnel of overseas governments, overseas residents in Australia and members of non-Australian defence forces (and their dependants) stationed in Australia.

When making comparisons between WSCLAS of different years, it is important to be aware of changes in methodology and questionnaires. In 1997, information was obtained from two persons aged 15 years and over in each household. In 2001, 2004 and 2007, information was obtained from a responsible adult who answered on behalf of one randomly selected person aged 15 and over in each household. Respondents were asked if they had been involved in work related to any culture or leisure activities in the previous 12 months, with the interviewer reading out the selected activities over the phone as prompts.

Industry and occupations definitions

Industry definitions

The Australian Bureau of Statistics (ABS) has been using the Australian and New Zealand Standard Industry Classification (ANZSIC) for standard industry definitions since 1993 for Service Industry Surveys (SIS) and 1996 for the Census of Population and Housing. A revised edition of the ANZSIC (cat. no. 1292.0) with expanded industry categories was introduced in 2006. Prior to 1993, the Australian Standard Industry Classification (ASIC) was used. With the new classification system, while some terminology was amended and expanded in accordance with changes in the audiovisual industries, definitions generally remained very similar to the previous system. The various definitions are provided below under the term used by *Get the Picture*.

A searchable database of all industry categories is available on the ABS website.

Film and video production and post-production services

ANZSIC: 2006 Census and 2006/07 Television, Film and Video Production and Post-production Services SIS

Motion picture and video production (5511): Consists of units mainly engaged in producing motion pictures, videos and television programs or commercials. These productions are recorded and stored on a variety of analogue or digital visual media such as film, video tape or DVD.

Post-production services and other motion picture and video activities (5514): Consists of units mainly engaged in providing post-production services and other motion picture and video activities, including specialised motion picture or video post-production services such as editing, film/tape transfers, titling, subtitling, credits, closed captioning and computer-produced graphics, animation and special effects, as well as developing and processing motion picture film.

ANZSIC: 1996–2001 Censuses; 1993/94, 1996/97 and 1999/00 Film and Video Production and Distribution SIS; and 2002/03 Television, Film and Video Production SIS.

Film and video production (9111): Consists of businesses mainly engaged in the production of motion pictures on film or video for cinema or television projection. Also includes businesses mainly providing production services such as casting and film editing.

ASIC: 1971–1991 Censuses

Motion picture production (9131): Consists of establishments mainly engaged in the production of motion picture film or tape for cinema or television projection.

Film and video distribution

ANZSIC: 2006 Census

Motion picture and video distribution (5512): Consists of units mainly engaged in acquiring distribution rights and distributing motion pictures and videos (through leasing and wholesale channels) to a range of exhibitors such as motion picture theatres and television stations using a variety of visual media.

ANZSIC: 1996–2001 Censuses and 1993/94, 1996/97 and 1999/00 Film and Video Production and Distribution SIS

Film and video distribution (9112): Consists of businesses mainly engaged in leasing or wholesaling motion pictures on film or video tape to organisations for exhibition or sale. Subscription television channel providers are included.

ASIC: 1971–1991 Censuses

Motion picture film hiring (9132): Consists of establishments mainly engaged in hiring motion picture films to businesses, government organisations, charitable or other non-profit organisations or private individuals.

Film exhibition

ANZSIC: 2006 Census

Motion picture exhibition (5513): Consists of units mainly engaged in screening motion pictures using a variety of visual media. Includes units screening productions at festivals and other similar events.

ANZSIC: 1996–2001 Censuses and 1993/94, 1996/97 and 1999/00 Motion Picture Exhibition SIS

Motion picture exhibition (9113): Consists of businesses mainly engaged in screening motion pictures on film or video tape. Does not include businesses or social clubs owning theatrettes who receive a minor portion of their income from screening movies, or cinema/drive-in operators who receive most of their income from sources other than box office receipts, such as sale of takeaway food.

ASIC: 1971–1991 Censuses and 1979/80 and 1986/87 Motion Picture Exhibition SIS

Motion picture theatres (9133): Consists of establishments mainly engaged in screening motion picture films.

Television broadcasting

ANZSIC: 2006 Census and 2006/07 Television, Film and Video Production and Post-Production Services SIS

Free-to-air television broadcasting (5621): Consists of units mainly engaged in free-to-air television broadcasting of visual content, in the form of electronic images together with sound, through broadcasting studios and facilities. These units may also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs on a pre-determined schedule. Transmissions are made available without cost to the viewer.

Cable and other subscription broadcasting (5622): Consists of units mainly engaged in broadcasting television programs on a subscription or fee basis (such as subscription cable or satellite television broadcasting) to viewers.

ANZSIC: 1996–2001 Censuses; 1993/94, 1996/97 and 1999/00 Radio and Television Services SIS; and 2002/03 Television, Film and Video Production SIS.

Television services (9122): Consists of businesses mainly engaged in television broadcasting. Includes subscription television operators and free-to-air television, both public and commercial.

ASIC: 1971–1991 Censuses

Television stations (9135): Consists of establishments mainly engaged in television broadcasting to the general public.

Video hire¹

ANZSIC: 2006 Census

Video and other electronic media rental and hiring (6632): Consists of units mainly engaged in renting or hiring pre-recorded video tapes, discs and other electronic media.

ANZSIC: 1996–2001 Censuses and 1999/00 Video Hire Industry SIS

Video hire (9112): Consists of businesses mainly engaged in hiring pre-recorded video cassettes for personal use. Does not include businesses that receive only a minor part of their income from hiring videos, such as service stations, chemists and newsagents.

Undefined²

ANZSIC: 2006 Census

Motion picture and video activities, nfd (5510)

Television broadcasting, nfd (5620)

Occupation definitions

The Australian and New Zealand Standard Classification of Occupations (ANZCO) (cat. no. 1220.0) has been used to classify occupations from 2006 for the Census of Population and Housing. This replaced the Australian Standard Classification of Occupations (ASCO), which had been used since 1996. These classification changes have complicated the comparison of occupations over survey periods.

The coding algorithms used for ASCO and ANZSCO are quite different. If an employee has dual titles that cannot be coded to a single occupation, this is resolved by ANZSCO by assigning them to a 'not further defined' occupation, whereas ASCO codes them to the higher occupation in the hierarchy. For example, a shop assistant may work as a cashier and also stack shelves. A cashier is higher in the occupation hierarchy than someone stacking shelves. In ASCO, this would be resolved by assigning the person to the occupation highest in the hierarchy, i.e. a cashier. However in ANZSCO, the person may be assigned to a more general shop assistant code, e.g. shop assistant nfd, because they do more than one job.

A searchable database of occupation definitions is available on the ABS website.

Notes.

1. Category did not appear before 1996.

2. Not further defined (nfd) categories were included in previous survey periods but are not listed here.

Number of people working in audiovisual industries

Overview

The Australian Bureau of Statistics provides three main sources of data on the number of people working in the audiovisual industries: the Census of Population and Housing (Census), Service Industry Surveys (SIS) and Work in Selected Culture and Leisure Activities Survey (WSCLAS), which is a supplement to the monthly Labour Force Survey (LFS).

Each survey differs in scope, is compiled over different reporting periods and uses a variety of data collection methods. The SIS are based on a sample of companies who report the number of workers – full-time, part-time and casual – employed at the end of the financial year. The Census asks individuals to report their main source of income in the week prior to Census night. The WSCLAS also surveys individuals but asks respondents to indicate if they have received any form of payment from involvement with film, video, television and interactive content industries over a 12-month period, see About the data.

It is important to note that the film and video production industry in particular uses a high proportion of casual/temporary employees and freelancers (who may be providing their services as either an individual or as company). The number actually employed in the production industry at the time of any survey will vary according to the level of production activity at the time.

Census, 1971–2006

Next update December 2011

According to the Census of Population and Housing conducted in August 2006, there were 45,088 people employed in the audiovisual sector across the selected industry categories.

This is 11 per cent more than 1996. However, it is down 7 per cent on the previous Census in 2001. All audiovisual industry categories recorded a fall, except for film and video production and post-production services which rose by 7 per cent.

Television broadcasting continues to be the largest employer, accounting for around 35 per cent of the national audiovisual workforce.

	Number employed								Change 01 to 06
	1971	1976	1981	1986	1991	1996	2001	2006	
Film and video production and post-production services	1,510	1,763	3,096	4,758	5,740	7,760	7,702	8,261	7%
Production								7,362	–
Post-production								899	–
Film and video distribution	807	912	744	703	563	1,709	1,054	871	-17%
Film exhibition	4,751	4,659	4,520	3,189	3,367	5,048	10,079	8,900	-12%
Television broadcasting	5,295	8,737	10,702	11,944	9,270	14,552	17,388	15,575	-10%
Free-to-air								12,648	–
Subscription								2,927	–
Video hire	–	–	–	–	–	9,745	10,812	10,975	2%
Undefined	–	–	–	–	–	1,874	1,262	506	-60%
All selected audiovisual industries	–	–	–	–	–	40,688	48,297	45,088	-7%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes: Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

1996 was the first year that video hire was available as a separate industry classification.

Industry definitions used by the ABS have changed over the years. See Industry and occupations definitions for classifications and definitions.

Service Industry Surveys, 1993/94–2006/07

Next update to be advised

For 2006/07, the Australian Bureau of Statistics published data from surveys of businesses in film and video production and post-production services, television services and digital game development services.

The figures show a decrease in the number employed in film and video production and post-production, but an increase in employment for TV services and public radio.

The ABS notes that employment figures in the production industry fluctuate depending on what productions are underway at the time of the survey as companies tend to employ more people while actively engaged in production, returning to a smaller 'core' staff once it is completed (as at June 2007, 48 per cent of production employees were classed as casual or temporary, compared to 16 per cent of post-production employees). For this reason, labour cost data from the SIS may be a more realistic indicator of general employment trends for the production and post-production industry (it includes the total wages and salaries paid over the financial year); this indicator increased by 32 per cent between 2003 and 2007. Another possible labour indicator from the SIS – one that would take into account freelancers who provided their services as companies rather than as individuals – is payments to other businesses/contractors for production services, listed in expenditure; this increased by 58 per cent between 2003 and 2007.

The digital games development services industry was surveyed for the first time in 2006/07. The ABS reported 45 Australian digital game development businesses employing 1,431 people. The majority were permanent full-time employees (92.6 per cent), with men accounting for 89.2 per cent of the total.

For more employment-related SIS data, see *Related links by industry on the Employment index*.

	Number employed					Change 03 to 07
	June 1994	June 1997	June 2000	June 2003	June 2007	
Film and video production and post-production services ¹	5,998	9,591	15,195	16,360	13,844	-15%
Production	–	–	–	–	10,873	–
Post-production	–	–	–	–	2,971	–
Film and video distribution ²	981	1,341	1,426	–	–	–
Film exhibition ³	5,729	7,739	9,282	–	–	–
Television services (public and private) and public radio ⁴	14,708	14,595	16,484	14,977	16,134	8%
Video hire ⁵	–	–	11,034	–	–	–
Digital game development ⁶	–	–	–	–	1,431	–

Source: Compiled by Screen Australia from Australian Bureau of Statistics (ABS); *Film and Video Production and Distribution, 1993/94* (cat. no. 8679.0); *Film and Video Production and Distribution, 1996/97* (cat. no. 8679.0); *Film and Video Production and Distribution, 1999/00* (cat. no. 8679.0); *Radio and Television Services, 1993/94* (cat. no. 8680.0); *Radio and Television Services, 1996/97* (cat. no. 8680.0); *Television Services, 1999/00* (cat. no. 8559.0); *Motion Picture Exhibition, 1993/94* (cat. no. 8654.0); *Motion Picture Exhibition, 1996/97* (cat. no. 8654.0); *Motion Picture Exhibition, 1999/00* (cat. no. 8654.0); *Video Hire Industry, 1999/00* (cat. no. 8562.0); *Television, Film and Video Production, 2002/03* (cat. no. 8679.0); *Television, Film and Video Production and Post-production Services, 2006/07* (cat. no. 8679.0); *Digital Game Development Services Australia, 2006/07* (cat. no. 8515.0); and Australian Broadcasting Commission (ABC) and Special Broadcasting Service (SBS) annual reports.

Notes:

- 1. Industry definitions used by the ABS have changed over the years; see Industry and occupations definitions for classifications and definitions.
- 2. Breakout data on production and post-production was available for the first time in 2006/07.
- 3. Film and video distribution not surveyed after 1999/00.
- 4. Film exhibition not surveyed after 1999/00.
- 5. Separate data for the radio and television activities of public broadcasters is not available for all years.
- 6. Video hire only surveyed in 1999/00.
- 7. Digital game development first surveyed in 2006/07.

Work in Selected Culture and Leisure Activities Survey, 1997–2007

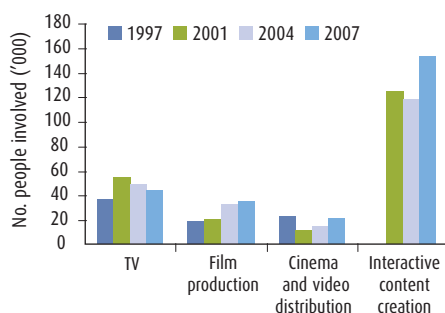
Next update to be advised

During the 12 months to April 2007, an estimated 3.5 million people aged 15 years and over were involved in some form of paid or unpaid work relating to the activities covered in the Work in Selected Culture and Leisure Activities Survey, which ranged from art and craft to writing and zoos. Of these, 540,600 people participated in what could be defined as audiovisual and interactive media activities (listed in the table below), with the highest proportion (47 per cent) involved in designing websites, followed by film production (19 per cent) and television (14 per cent). Of all categories, people working in television were more likely to be paid; 56 per cent of them received some payment in 2007.

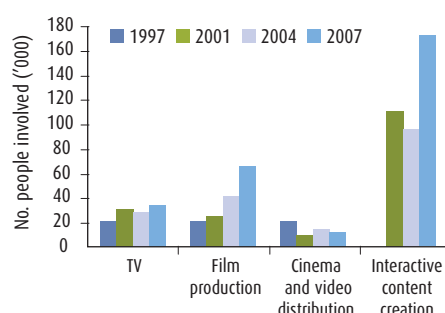
More people were involved in audiovisual and interactive media activities in 2007 than in 2004, with the strongest growth recorded in interactive content creation (up 54 per cent) and film production (up 40 per cent). Paid work was up by 45 per cent in cinema and video distribution, 29 per cent in interactive content creation, and 8 per cent in film production, but down by 10 per cent in television.

Since 2001, the total number of people involved in audiovisual and interactive media activities has increased by 42 per cent, and those in paid work by 19 per cent.

Some paid involvement



Unpaid involvement only



	Some paid involvement ¹ ('000)				Unpaid involvement only ('000)				Total people with involvement ('000)			
	1997	2001	2004	2007	1997	2001	2004	2007	1997	2001	2004	2007
TV	36.4	54.0	48.4	43.4	20.4	29.6	27.5	33.6	56.7	83.6	75.9	77.4

	Some paid involvement ¹ ('000)				Unpaid involvement only ('000)				Total people with involvement ('000)			
	1997	2001	2004	2007	1997	2001	2004	2007	1997	2001	2004	2007
Film production	18.7	20.4	32.1	34.6	20.1	24.0	40.3	64.9	38.8	44.4	72.4	101.0
Cinema and video distribution	22.6	11.4	14.4	20.9	20.1	8.7	13.6	11.7	42.7	20.1	28.1	32.5
Interactive content creation ²	–	124.5	117.8	152.2	–	109.3	94.5	170.1	–	233.8	214.7	329.7
<i>Designing websites</i>	–	–	–	112.4	–	–	–	136.2	–	–	–	254.3
<i>Designing computer games and other interactive software</i>	–	–	–	39.8	–	–	–	33.9	–	–	–	75.4
Total	77.7	210.3	212.7	251.1	60.6	171.6	175.9	280.3	138.2	381.9	391.1	540.6

Source: Compiled by Screen Australia from Australian Bureau of Statistics (ABS), *Work in Selected Culture/Leisure Activities* (cat. no. 6281.0), 1997, 2001, 2004, 2007.

Notes:

1. Includes all people who received financial or in-kind payment for their involvement, regardless of whether or not they also had some unpaid involvement.

2. In 2001 and 2004 interactive content creation included designing websites and creating programs that contained film, sound and animated components for use on computers, electronic games and touch screens. In 2007 it is the combined total of separate activities: designing websites and designing computer games and other interactive software. Interactive media was not included in the 1997 survey.

Number employed in audiovisual industries by state

Next update December 2011

Selected audiovisual industries, 1996–2006

According to the Census of Population and Housing conducted in August 2006, there were 45,088 people employed in selected audiovisual industries¹. More than three-quarters of this workforce was located in three states: 42 per cent in New South Wales, 24 per cent in Victoria and 16 per cent in Queensland.

Employment in these industries fell by 7 per cent between 2001 (when it was 48,297) and 2006. All states and territories recorded a fall, except the ACT (which rose by 3 per cent), and South Australia (which saw no change).

Since 1996, the total number employed has grown by 11 per cent, from 40,688, with NSW accounting for almost half this increase.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
1996	16,860	9,587	6,633	2,766	3,003	726	442	698	40,688
2001	20,782	11,511	7,436	2,690	3,725	809	421	923	48,297
2006	18,925	10,736	7,311	2,691	3,303	758	414	950	45,088
Change 01 to 06	-9%	-7%	-2%	<1%	-11%	-6%	-2%	3%	-7%
Proportion									
1996	41%	24%	16%	7%	7%	2%	1%	2%	100%
2001	43%	24%	15%	6%	8%	2%	1%	2%	100%
2006	42%	24%	16%	6%	7%	2%	1%	2%	100%
Contribution to overall growth	47%	26%	16%	-2%	7%	1%	<1%	6%	

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual categories. Industry definitions used by the ABS have changed over time.

See Industry and occupations definitions for classifications and definitions.

Film and video production and post-production services, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 8,261 people employed in film and video production and post-production services¹. More than 90 per cent of this workforce was located in three states: 49 per cent in New South Wales, 27 per cent in Victoria and 13 per cent in Queensland.

Employment in this sector rose by 7 per cent between 2001 (when it was 7,702) and 2006. The largest growth was in Victoria (16 per cent), followed by Queensland (14 per cent) and South Australia (13 per cent). NSW recorded modest growth of 4 per cent, while the other states and territories fell.

Since 1971, the total number employed has grown by 447 per cent, from 1,510, with NSW accounting for almost half this increase.

For data from the Australian Bureau of Statistics' Service Industry Survey of the film and video production and post-production industry, see Production: Film and video production and post-production services: By state.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
1971	941	406	42	40	39	33	4	5	1,510
1976	1,022	503	43	104	35	53	0	0	1,763
1981	1,811	784	185	126	77	102	3	9	3,096
1986	2,941	1,039	274	232	178	57	19	18	4,758
1991	3,022	1,529	605	220	233	59	39	33	5,740
1996	3,637	2,112	1,021	542	319	35	40	54	7,760
2001	3,863	1,942	957	358	396	66	44	76	7,702
2006	4,019	2,256	1,092	405	333	63	27	66	8,261
Production	3,575	2,008	994	337	306	56	24	62	7,362
Post-production	444	248	98	68	27	7	3	4	899
Change 01 to 06	4%	16%	14%	13%	-16%	-5%	-39%	-13%	7%
Proportion									
1971	62%	27%	3%	3%	3%	2%	<1%	<1%	100%
1976	58%	29%	2%	6%	2%	3%	0%	0%	100%

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
1981	59%	25%	6%	4%	3%	3%	<1%	<1%	100%
1986	62%	22%	6%	5%	4%	1%	<1%	<1%	100%
1991	53%	27%	11%	4%	4%	1%	1%	1%	100%
1996	47%	27%	13%	7%	4%	<1%	1%	1%	100%
2001	50%	25%	12%	5%	5%	1%	1%	1%	100%
2006	49%	27%	13%	5%	4%	<1%	<1%	1%	100%
<i>Contribution to overall growth</i>	46%	27%	16%	5%	4%	0%	0%	1%	

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.
Breakout data on production and post-production was available for the first time in 2006.
1. Industry definitions used by the ABS have changed over time.
See Industry and occupations definitions for classifications and definitions.

Film and video distribution, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 871 people employed in the film and video distribution¹ industry. More than 90 per cent of this workforce was located in three states: 59 per cent in New South Wales, followed by Victoria with 25 per cent and Queensland with 8 per cent.

Employment in these industries fell by 17 per cent between 2001 (when it was 1,054) and 2006. All states and territories recorded a fall, except the ACT (which tripled in size to nine employees) and the Northern Territory (which saw no change).

Since 1971, the industry overall has remained steady, recording modest growth of 8 per cent in the total number employed, from 807, due largely to increases in NSW. In contrast, significant falls have been recorded in almost all other states and territories since peaking in 1996.

For data from the Australian Bureau of Statistics' Service Industry Survey of the film exhibition industry, see *Cinema: Film exhibition industry (discontinued data): By state*.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
1971	421	151	121	40	70	3	3	0	807
1976	498	163	84	73	93	0	0	0	912
1981	443	163	62	36	32	0	6	3	744
1986	416	148	62	41	22	0	4	10	703
1991	301	139	81	15	12	3	0	12	563
1996	594	746	166	66	97	15	6	19	1,709
2001	546	282	96	48	65	14	0	3	1,054
2006	515	221	67	18	37	4	0	9	871
<i>Change 01 to 06</i>	-6%	-22%	-30%	-63%	-43%	-71%	0%	200%	-17%
Proportion									
1971	52%	19%	15%	5%	9%	<1%	<1%	0%	100%
1976	55%	18%	9%	8%	10%	0%	0%	0%	100%
1981	60%	22%	8%	5%	4%	0%	1%	<1%	100%
1986	59%	21%	9%	6%	3%	0%	1%	1%	100%
1991	53%	25%	14%	3%	2%	1%	0%	2%	100%
1996	35%	44%	10%	4%	6%	1%	<1%	1%	100%
2001	52%	27%	9%	5%	6%	1%	0%	<1%	100%
2006	59%	25%	8%	2%	4%	<1%	0%	1%	100%
<i>Contribution to overall growth</i>	152%	113%	-87%	-35%	-53%	2%	-5%	15%	

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.
1. Industry definitions used by the ABS have changed over time.
See Industry and occupations definitions for classifications and definitions.

Film exhibition, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 8,900 people employed in the film exhibition¹ industry. More than four out of five of these employees were located in three states: 34 per cent in New South Wales and 30 per cent in Victoria followed by 16 per cent in Queensland.

After almost doubling from 5,048 in 1996 to an all-time peak of 10,079 in 2001, employment in the industry fell by 12 per cent by 2006. All states and territories recorded a fall, except the Northern Territory (which experienced no significant change).

Since 1971, the industry overall has grown 87 per cent, from 4,751, with Victoria accounting for 41 per cent of this increase.

For data from the Australian Bureau of Statistics' Service Industry Survey of the film exhibition industry, see Cinema: Film exhibition industry (discontinued data): By state.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
1971	1,592	1,021	887	550	520	102	31	48	4,751
1976	1,437	1,106	841	580	483	89	27	95	4,659
1981	1,371	1,146	744	513	540	117	25	64	4,520
1986	1,058	839	592	286	283	51	11	69	3,189
1991	1,160	893	626	231	306	57	30	64	3,367
1996	1,697	1,468	872	311	441	94	31	134	5,048
2001	3,476	2,888	1,672	646	929	171	77	220	10,079
2006	3,013	2,713	1,407	598	808	124	78	159	8,900
Change 01 to 06	-13%	-6%	-16%	-7%	-13%	-27%	1%	-28%	-12%
Proportion									
1971	33%	21%	19%	12%	11%	2%	1%	1%	100%
1976	31%	24%	18%	12%	10%	2%	1%	2%	100%
1981	30%	25%	16%	11%	12%	3%	1%	2%	100%
1986	33%	26%	19%	9%	9%	2%	<1%	2%	100%
1991	34%	27%	19%	7%	9%	2%	1%	2%	100%
1996	34%	29%	17%	6%	9%	2%	1%	3%	100%
2001	34%	29%	17%	6%	9%	2%	1%	2%	100%
2006	34%	30%	16%	7%	9%	1%	1%	2%	100%
Contribution to overall growth	34%	41%	13%	1%	7%	1%	1%	3%	

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

1. Industry definitions used by the ABS have changed over time.

See Industry and occupations definitions for classifications and definitions.

Television broadcasting, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 15,575 people employed in the free-to-air television and subscription broadcasting¹ industry. More than four-fifths of this workforce was located in three states: 49 per cent in New South Wales, followed by Victoria with 20 per cent and Queensland with 14 per cent.

Employment in the industry fell by 10 per cent between 2001 (when it was 17,388) and 2006. The four largest state and territory employers fell, although growth was seen in Tasmania, the Northern Territory and, most significantly, the ACT, which increased by more than 130 people (41 per cent).

Since 1971, the total number employed in the industry has grown 194 per cent, from 5,295, with NSW accounting for more than half this increase.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
1971	2,202	1,260	507	511	354	392	6	63	5,295
1976	3,501	2,041	984	895	678	420	33	184	8,737
1981	4,209	2,647	1,077	1,058	971	435	54	251	10,702
1986	4,751	2,572	1,408	1,204	1,171	481	113	244	11,944
1991	3,737	2,092	1,192	709	737	354	135	314	9,270
1996	6,728	2,758	2,245	1,056	862	376	232	295	14,552
2001	8,499	3,876	2,441	814	892	344	185	337	17,388
2006	7,639	3,155	2,120	795	804	359	229	474	15,575
Free-to-air	6,216	2,479	1,474	734	734	340	212	459	12,648
Subscription	1,423	676	646	61	70	19	17	15	2,927

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
<i>Change 01 to 06</i>	-10%	-19%	-13%	-2%	-10%	4%	24%	41%	-10%
Proportion									
1971	41%	24%	10%	10%	7%	7%	<1%	1%	100%
1976	40%	23%	11%	10%	8%	5%	1%	2%	100%
1981	39%	25%	10%	10%	9%	4%	1%	2%	100%
1986	40%	22%	12%	10%	10%	4%	1%	2%	100%
1991	40%	23%	13%	8%	8%	4%	1%	3%	100%
1996	46%	19%	15%	7%	6%	3%	2%	2%	100%
2001	49%	22%	14%	5%	5%	2%	1%	2%	100%
2006	49%	20%	14%	5%	5%	2%	1%	3%	100%
<i>Contribution to overall growth</i>	53%	18%	16%	3%	4%	>-1%	2%	4%	

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.
Breakout data on free-to-air and subscription broadcasting was available for the first time in 2006.
1. Industry definitions used by the ABS have changed over time.
See Industry and occupations definitions for classifications and definitions.

Video hire, 1996–2006

According to the Census of Population and Housing conducted in August 2006, there were 10,975 people employed in the video hire¹ industry. Three-quarters of this workforce was located in three states: 32 per cent in New South Wales, followed by Queensland with 23 per cent and Victoria with 21 per cent.

Employment in the industry grew by 2 per cent between 2001 (when it was 10,812) and 2006. Queensland increased by a further 20 per cent but Victoria and NSW fell.

Since 1996, industry employment has remained steady overall, growing 13 per cent, from 9,745, with Queensland

For data from the Australian Bureau of Statistics' Service Industry Survey of the video hire industry, see Video: Video hire industry (discontinued data): By state.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
1996	3,413	2,100	2,037	648	1,090	184	112	161	9,745
2001	3,742	2,326	2,118	760	1,362	183	93	228	10,812
2006	3,506	2,275	2,549	836	1,294	205	77	233	10,975
<i>Change 01 to 06</i>	-6%	-2%	20%	10%	-5%	12%	-17%	2%	2%
Proportion									
1996	35%	22%	21%	7%	11%	2%	1%	2%	100%
2001	35%	22%	20%	7%	13%	2%	1%	2%	100%
2006	32%	21%	23%	8%	12%	2%	1%	2%	100%
<i>Contribution to overall growth</i>	8%	14%	42%	15%	17%	2%	-3%	6%	

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.
Video hire was available as a separate industry classification for the first time in 1996.
1. Industry definitions used by the ABS have changed over time.
See Industry and occupations definitions for classifications and definitions.

Audiovisual employment in each state by industry, 1971–2006

Next update December 2011

New South Wales

According to the Census of Population and Housing conducted in August 2006, there were 18,925 people employed in selected audiovisual industries in New South Wales, representing 0.6 per cent of the state's total workforce. This was more than in any other state or territory, equating to 42 per cent of the national audiovisual workforce.

NSW has the highest number of employees in each of the audiovisual industries, including almost half of those in the film and video production and post-production services and television broadcasting industries and 59 per cent of those in film and video distribution. Television broadcasting continues to be the largest audiovisual employer in the state.

Employment in NSW in the audiovisual sector fell by 9 per cent between 2001 (when it was 20,782) and 2006. All industries recorded a fall, except for film and video production and post-production services which rose by 4 per cent.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in NSW has increased by 12 per cent, from 16,860.

	Film and video production and post-production services		Film and video distribution	Film exhibition	Television broadcasting			Total all selected audiovisual industries	
	Production	Post-production			Free-to-air	Subscription	Video hire		Undefined ¹
Number									
1971	941		421	1,592	2,202		n.a.	n.a.	5,156
1976	1,022		498	1,437	3,501		n.a.	n.a.	6,458
1981	1,811		443	1,371	4,209		n.a.	n.a.	7,834
1986	2,941		416	1,058	4,751		n.a.	n.a.	9,166
1991	3,022		301	1,160	3,737		n.a.	n.a.	8,220
1996	3,637		594	1,697	6,728		3,413	791	16,860
2001	3,863		546	3,476	8,499		3,742	656	20,782
2006	3,575	444	515	3,013	6,216	1,423	3,506	233	18,925
<i>Change 01 to 06</i>	4%		-6%	-13%	-10%		-6%	-64%	-9%
National share									
1971	62%		52%	34%	42%		n.a.	n.a.	42%
1976	58%		55%	31%	40%		n.a.	n.a.	40%
1981	58%		60%	30%	40%		n.a.	n.a.	41%
1986	62%		59%	33%	40%		n.a.	n.a.	45%
1991	53%		53%	34%	40%		n.a.	n.a.	45%
1996	47%		35%	34%	46%		35%	42%	41%
2001	50%		52%	34%	49%		35%	52%	43%
2006	49%	49%	59%	34%	49%	49%	32%	46%	42%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all selected audiovisual industries.

Victoria

According to the Census of Population and Housing conducted in August 2006, there were 10,736 people employed in selected audiovisual industries in Victoria, representing 0.4 per cent of the state's total workforce. This equated to 24 per cent of the national audiovisual workforce, ranging from 20 to 30 per cent across the various industries. The highest national share recorded by Victoria was in film exhibition.

Employment in Victoria in the audiovisual sector fell by 7 per cent between 2001 (when it was 11,511) and 2006. All industries recorded a fall, except for film and video production and post-production services, which rose by 16 per cent. Television broadcasting continues to be the largest audiovisual employer in the state.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in Victoria has increased by 12 per cent, from 9,587.

Number	Film and video production and post-production services		Film and video distribution	Film exhibition	Television broadcasting			Total all selected audiovisual industries	
	Production	Post-production			Free-to-air	Subscription	Video hire		Undefined ¹
1971	406		151	1,021	1,260		n.a.	n.a.	2,838
1976	503		163	1,106	2,041		n.a.	n.a.	3,814
1981	784		163	1,146	2,647		n.a.	n.a.	4,740
1986	1,039		148	839	2,572		n.a.	n.a.	4,598
1991	1,529		139	893	2,092		n.a.	n.a.	4,653
1996	2,112		746	1,468	2,758		2,100	376	9,587
2001	1,942		282	2,888	3,876		2,326	197	11,511
2006	2,008	248	221	2,713	2,479	676	2,275	116	10,736
<i>Change 01 to 06</i>	<i>16%</i>		<i>-22%</i>	<i>-6%</i>	<i>-19%</i>		<i>-2%</i>	<i>-41%</i>	<i>-7%</i>
National share									
1971	27%		19%	22%	23%		n.a.	n.a.	23%
1976	29%		18%	24%	23%		n.a.	n.a.	24%
1981	25%		21%	25%	25%		n.a.	n.a.	25%
1986	22%		21%	26%	22%		n.a.	n.a.	22%
1991	27%		25%	27%	23%		n.a.	n.a.	22%
1996	27%		44%	29%	19%		22%	20%	24%
2001	25%		27%	29%	22%		22%	16%	24%
2006	27%	28%	25%	30%	20%	23%	21%	23%	24%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all selected audiovisual industries.

Queensland

According to the Census of Population and Housing conducted in August 2006, there were 7,311 people employed in selected audiovisual industries in Queensland, representing 0.4 per cent of the state's total workforce. This equated to 16 per cent of the national audiovisual workforce, ranging from 8 to 23 per cent across the various industries. The highest national share recorded by Queensland was in video hire, which is now the largest audiovisual employer in the state following a rise of 20 per cent since 2001 and a fall in television broadcasting.

Overall employment in Queensland in the audiovisual sector fell by 2 per cent between 2001 (when it was 7,436) and 2006. Most audiovisual industries recorded falls, except for video hire and film and video production and post-production services (which rose by 14 per cent).

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in Queensland has increased 10 per cent, from 6,633.

Number	Film and video production and post-production services		Film and video distribution	Television broadcasting				Total all selected audiovisual industries	
	Production	Post-production		Film exhibition	Free-to-air	Subscription	Video hire		Undefined ¹
1971	42		121	887	507		n.a.	n.a.	1,557
1976	43		84	841	984		n.a.	n.a.	1,952
1981	185		62	744	1077		n.a.	n.a.	2,068
1986	274		62	592	1408		n.a.	n.a.	2,336
1991	605		81	626	1192		n.a.	n.a.	2,504
1996	1021		166	872	2245	2,037	292		6,633
2001	957		96	1,672	2441	2,118	152		7,436
2006	994	98	67	1,407	1,474	646	2,549	76	7,311
<i>Change 01 to 06</i>	14%		-30%	-16%	-13%		20%	-50%	-2%
National share									
1971	3%		15%	19%	10%		n.a.	n.a.	13%
1976	2%		9%	18%	11%		n.a.	n.a.	12%
1981	6%		8%	16%	10%		n.a.	n.a.	11%
1986	6%		9%	19%	12%		n.a.	n.a.	11%
1991	11%		14%	19%	13%		n.a.	n.a.	11%
1996	13%		10%	17%	15%	21%	20%		16%
2001	12%		9%	17%	14%	20%	19%		15%
2006	14%	11%	8%	16%	12%	22%	23%	15%	16%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all elected audiovisual industries.

South Australia

According to the Census of Population and Housing conducted in August 2006, there were 2,691 people employed in selected audiovisual industries in South Australia, representing 0.4 per cent of the state's total workforce. This equated to 6 per cent of the national audiovisual workforce.

Employment in South Australia in the audiovisual sector recorded no change overall between 2001 and 2006, despite a significant fall (63 per cent) in the film and video distribution industry, and rises in film and video production and post-production services (13 per cent) and video hire (10 per cent). The video hire industry is the largest audiovisual employer, closely followed by television broadcasting.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in South Australia has fallen by 3 per cent, from 2,766. The only other state or territory recording a fall was the Northern Territory.

Number	Film and video production and post-production services		Film and video distribution	Film exhibition	Television broadcasting			Total all selected audiovisual industries	
	Production	Post-production			Free-to-air	Subscription	Video hire		Undefined ¹
	1971	40		40	550	511		n.a.	n.a.
1976	104		73	580	895		n.a.	n.a.	1,652
1981	126		36	513	1058		n.a.	n.a.	1,733
1986	232		41	286	1204		n.a.	n.a.	1,763
1991	220		15	231	709		n.a.	n.a.	1,175
1996	542		66	311	1056		648	143	2,766
2001	358		48	646	814		760	64	2,690
2006	337	68	18	598	734	61	836	39	2,691
<i>Change 01 to 06</i>	13%		-63%	-7%	-2%		10%	-39%	<1%
National share									
1971	3%		5%	12%	10%		n.a.	n.a.	9%
1976	6%		8%	12%	10%		n.a.	n.a.	10%
1981	4%		5%	11%	10%		n.a.	n.a.	9%
1986	5%		6%	9%	10%		n.a.	n.a.	9%
1991	4%		3%	7%	8%		n.a.	n.a.	9%
1996	7%		4%	6%	7%		7%	8%	7%
2001	5%		5%	6%	5%		7%	5%	6%
2006	5%	8%	2%	7%	6%	2%	8%	8%	6%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all selected audiovisual industries.

Western Australia

According to the Census of Population and Housing conducted in August 2006, there were 3,303 people employed in selected audiovisual industries in Western Australia, representing 0.3 per cent of the state's total workforce and 7 per cent of the national audiovisual workforce.

Employment in Western Australia in the audiovisual sector fell by 11 per cent between 2001 (when it was 3,725) and 2006. All industries recorded a fall, with film and video distribution falling by 43 per cent. The video hire industry continues to be the largest audiovisual employer in the state.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in Western Australia has grown by 10 per cent, from 3,003.

	Film and video production and post-production services		Film and video	Television broadcasting			Total all selected audiovisual industries		
	Production	Post-production	distribution	Film exhibition	Free-to-air	Subscription		Video hire	Undefined ¹
Number									
1971		39	70	520	354		n.a.	n.a.	983
1976		35	93	483	678		n.a.	n.a.	1,289
1981		77	32	540	971		n.a.	n.a.	1,620
1986		178	22	283	1,171		n.a.	n.a.	1,654
1991		233	12	306	737		n.a.	n.a.	1,288
1996		319	97	441	862		1,090	194	3,003
2001		396	65	929	892		1,362	81	3,725
2006	306	27	37	808	734	70	1,294	27	3,303
<i>Change 01 to 06</i>		-16%	-43%	-13%	-10%		-5%	-67%	-11%
National share									
1971		3%	9%	11%	7%		n.a.	n.a.	8%
1976		2%	10%	10%	8%		n.a.	n.a.	8%
1981		2%	4%	12%	9%		n.a.	n.a.	9%
1986		4%	3%	9%	10%		n.a.	n.a.	8%
1991		4%	2%	9%	8%		n.a.	n.a.	8%
1996		4%	6%	9%	6%		11%	10%	7%
2001		5%	6%	9%	5%		13%	6%	8%
2006	4%	3%	4%	9%	6%	2%	12%	5%	7%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all selected audiovisual industries.

Tasmania

According to the Census of Population and Housing conducted in August 2006, there were 758 people employed in selected audiovisual industries in Tasmania, representing 0.3 per cent of the state's total workforce and 2 per cent of the national audiovisual workforce.

Employment in Tasmania in the audiovisual sector fell by 6 per cent between 2001 (when it was 809) and 2006. All industries recorded a fall, except for television broadcasting, which rose by 4 per cent and continues to be the largest audiovisual employer in the state.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in Tasmania has grown by 4 per cent, from 726.

	Film and video production and post-production services		Film and video	Television broadcasting			Total all selected audiovisual industries		
	Production	Post-production	distribution	Film exhibition	Free-to-air	Subscription		Video hire	Undefined ¹
Number									
1971		33	3	102	392		n.a.	n.a.	530
1976		53	0	89	420		n.a.	n.a.	562
1981		102	0	117	435		n.a.	n.a.	654
1986		57	0	51	481		n.a.	n.a.	589
1991		59	3	57	354		n.a.	n.a.	473
1996		35	15	94	376		184	22	726
2001		66	14	171	344		183	31	809
2006	56	7	4	124	340	19	205	3	758
<i>Change 01 to 06</i>		-5%	-71%	-27%	4%		12%	-90%	-6%
National share									
1971		2%	0%	2%	7%		n.a.	n.a.	4%
1976		3%	0%	2%	5%		n.a.	n.a.	4%
1981		3%	0%	3%	4%		n.a.	n.a.	3%
1986		1%	0%	2%	4%		n.a.	n.a.	3%
1991		1%	1%	2%	4%		n.a.	n.a.	3%
1996		<1%	1%	2%	3%		2%	1%	2%
2001		1%	1%	2%	2%		2%	2%	2%
2006	1%	1%	<1%	1%	3%	1%	2%	1%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all selected audiovisual industries.

Northern Territory

According to the Census of Population and Housing conducted in August 2006, there were 414 people employed in selected audiovisual industries in the Northern Territory, representing 0.5 per cent of the territory's total workforce and 1 per cent of the national audiovisual workforce.

Employment in the Northern Territory in the audiovisual sector fell by 2 per cent between 2001 (when it was 421) and 2006, with film and video production and post-production services recording the largest fall (down 39 per cent). Employment in television broadcasting rose by 24 per cent, and it continues to be the largest audiovisual employer in the territory.

Data for some industry categories dates back to 1971: however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in the Northern Territory has fallen by 6 per cent, from 442. The only other state or territory recording a fall was Queensland.

Number	Film and video production and post-production services		Film and video distribution	Film exhibition	Television broadcasting			Total all selected audiovisual industries	
	Production	Post-production			Free-to-air	Subscription	Video hire		Undefined ¹
	1971	4		3	31	6		n.a.	n.a.
1976	0		0	27	33		n.a.	n.a.	60
1981	3		6	25	54		n.a.	n.a.	88
1986	19		4	11	113		n.a.	n.a.	147
1991	39		0	30	135		n.a.	n.a.	204
1996	40		6	31	232		112	21	442
2001	44		0	77	185		93	22	421
2006	24	3	0	78	212	17	77	3	414
Change 01 to 06	-39%		0%	1%	24%		-17%	-86%	-2%
National share									
1971	<1%		<1%	1%	<1%		n.a.	n.a.	<1%
1976	0%		0%	1%	<1%		n.a.	n.a.	<1%
1981	<1%		1%	1%	1%		n.a.	n.a.	<1%
1986	<1%		1%	<1%	1%		n.a.	n.a.	1%
1991	1%		0%	1%	1%		n.a.	n.a.	1%
1996	1%		<1%	1%	2%		1%	1%	1%
2001	1%		0%	1%	1%		1%	2%	1%
2006	<1%	<1%	0%	1%	2%	1%	1%	1%	1%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of all selected audiovisual industries.

Australian Capital Territory

According to the Census of Population and Housing conducted in August 2006, there were 950 people employed in selected audiovisual industries in the Australian Capital Territory, representing 0.5 per cent of the territory's total workforce and 2 per cent of the national audiovisual workforce.

Employment in the ACT in the audiovisual sector rose by 3 per cent between 2001 (when it was 923) and 2006. Film exhibition recorded the largest fall (down 28 per cent), while employment tripled in film and video distribution and rose by 41 per cent in television broadcasting. The latter continues to be the largest audiovisual employer in the territory.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, overall audiovisual employment in the ACT has grown by 36 per cent, from 698.

	Film and video production and post-production services		Film and video	Television broadcasting			Undefined ¹	Total all selected audiovisual industries	
	Production	Post-production	distribution	Film exhibition	Free-to-air	Subscription			Video hire
Number									
1971		5	0	48	63		n.a.	n.a.	116
1976		0	0	95	184		n.a.	n.a.	279
1981		9	3	64	251		n.a.	n.a.	327
1986		18	10	69	244		n.a.	n.a.	341
1991		33	12	64	314		n.a.	n.a.	423
1996		54	19	134	295	161	35		698
2001		76	3	220	337	228	59		923
2006	62	4	9	159	459	15	233	9	950
Change 01 to 06	-13%		200%	-28%	41%		2%	-85%	3%
National share									
1971	<1%		0%	1%	1%		n.a.	n.a.	1%
1976	0%		0%	2%	2%		n.a.	n.a.	2%
1981	<1%		<1%	1%	2%		n.a.	n.a.	2%
1986	<1%		1%	2%	2%		n.a.	n.a.	2%
1991	1%		2%	2%	3%		n.a.	n.a.	2%
1996	1%		1%	3%	2%	2%	2%		2%
2001	1%		<1%	2%	2%	2%	2%	5%	2%
2006	1%	<1%	1%	2%	4%	1%	2%	2%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.

Notes:

Figures may not total exactly due to adjustments made by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996. Breakout data on production, post-production, and free-to-air and subscription broadcasting was available for the first time in 2006.

Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

n.a. data not available

1. Not further defined audiovisual industry categories. Figures are included in total of selected audiovisual industries.

Number and proportion of men and women by industry, 1971–2006

Next update December 2011

Selected audiovisual industries, 1996–2006

According to the Census of Population and Housing conducted in August 2006, there were 45,088 people employed in selected audiovisual industries¹. Of these, 52 per cent were men and 48 per cent were women.

Data for some industry categories dates back to 1971; however, employment in the video hire industry was included in 1996 for the first time. Since then, the proportion of men and women working in the audiovisual industries has remained relatively steady, with the number of women growing at a very slightly faster rate than men (increasing by 12 per cent compared to 10 per cent).

	Number		Proportion	
	Men	Women	Men	Women
1996	21,317	19,374	52%	48%
2001	25,188	23,113	52%	48%
2006	23,411	21,677	52%	48%
<i>Change since 1996</i>	<i>10%</i>	<i>12%</i>		

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual categories. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film and video production and post-production services, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 8,261 people employed in film and video production and post-production services¹. Of these, 62 per cent were men and 38 per cent were women.

Since 1971, the proportion of men and women working in the industry has remained steady, with the number of women growing at a slightly faster rate than men (increasing by 470 per cent compared to 434 per cent).

	Number		Proportion	
	Men	Women	Men	Women
1971	966	544	64%	36%
1976	1,119	645	63%	37%
1981	1,895	1,201	61%	39%
1986	2,789	2,010	58%	42%
1991	3,398	2,339	59%	41%
1996	4,784	2,976	62%	38%
2001	4,800	2,902	62%	38%
2006	5,158	3,103	62%	38%
<i>Production</i>	<i>4,560</i>	<i>2,802</i>	<i>62%</i>	<i>38%</i>
<i>Post-production</i>	<i>598</i>	<i>301</i>	<i>67%</i>	<i>33%</i>
<i>Change since 1971</i>	<i>434%</i>	<i>470%</i>		

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

Breakout data on production and post-production was available for the first time in 2006.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film and video distribution, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 871 people employed in film and video distribution¹. Of these, 47 per cent were men and 53 per cent were women.

Since 1971, the proportion of men and women has changed: women have increased by 24 per cent, while men have decreased by 6 per cent. Women now make up the larger share of this workforce.

	Number		Proportion	
	Men	Women	Men	Women
1971	434	373	54%	46%
1976	491	420	54%	46%
1981	379	365	51%	49%
1986	335	340	50%	50%
1991	282	293	49%	51%
1996	835	874	49%	51%
2001	459	598	43%	57%
2006	410	461	47%	53%
<i>Change since 1971</i>	<i>-6%</i>	<i>24%</i>		

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film exhibition, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 8,900 people employed in the film exhibition¹ industry. Of these, 47 per cent were men and 53 per cent were women.

Since 1971, the proportion of men and women working in the industry has remained steady, with the number of men growing at a faster rate than women (increasing by 98 per cent compared to 78 per cent).

	Number		Proportion	
	Men	Women	Men	Women
1971	2,125	2,626	45%	55%
1976	2,048	2,611	44%	56%
1981	2,041	2,479	45%	55%
1986	1,436	1,746	45%	55%
1991	1,505	1,874	45%	55%
1996	2,174	2,874	43%	57%
2001	4,726	5,353	47%	53%
2006	4,217	4,686	47%	53%
<i>Change since 1971</i>	<i>98%</i>	<i>78%</i>		

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Television broadcasting, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 15,575 people employed in the television broadcasting¹ industry. Of these, 57 per cent were men and 43 per cent were women.

Since 1971, the proportion of women working in the industry has increased from 28 to 43 per cent, and the number of women has grown by 356 per cent.

	Number		Proportion	
	Men	Women	Men	Women
1971	3,833	1,462	72%	28%
1976	6,357	2,380	73%	27%
1981	7,452	3,250	70%	30%
1986	8,034	3,912	67%	33%
1991	5,904	3,379	64%	36%
1996	8,802	5,750	60%	40%
2001	10,154	7,234	58%	42%
2006	8,911	6,664	57%	43%
Free-to-air	7,149	5,499	57%	43%
Subscription	1,762	1,165	60%	40%
Change since 1971	132%	356%		

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

Breakout data on free-to-air and subscription broadcasting was available for the first time in 2006.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Video hire, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 10,975 people employed in the video hire¹ industry. Of these, 40 per cent were men and 60 per cent were women.

Since data became available in 1996, the proportion of men and women working in the industry has remained steady, with the number of men growing at a faster rate than women (increasing by 20 per cent compared to 8 per cent).

	Number		Proportion	
	Men	Women	Men	Women
1996	3,641	6,106	37%	63%
2001	4,285	6,528	40%	60%
2006	4,383	6,592	40%	60%
Change since 1996	20%	8%		

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

Video hire was available as a separate industry classification for the first time in 1996.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Proportion of employees with various levels of qualifications by industry, 1991–2006

Next update December 2011

Selected audiovisual industries, 1996–2006

According to the Census of Population and Housing conducted in August 2006, the proportion of people in the selected audiovisual industries¹ with a bachelor degree or higher has steadily increased, from 16 per cent in 1996 to 24 per cent in 2006. About one in five people identified themselves as having other qualifications, while around half indicated they had no formal qualifications.

	Bachelor degree or higher	Other qualification ²	Unknown	No qualification
1996	16%	20%	7%	58%
2001	20%	20%	5%	55%
2006	24%	21%	4%	51%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

- Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual categories. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
 2. Includes certificate, diploma and advanced diploma qualifications.

Film and video production and post-production services, 1991–2006

According to the Census of Population and Housing conducted in August 2006, the proportion of people in film and video production and post-production services¹ with a bachelor degree or higher has steadily increased, from 17 per cent in 1991 to 37 per cent in 2006. About one in four people identified themselves as having other qualifications, while around one-third indicated they had no formal qualifications.

	Bachelor degree or higher	Other qualification ²	Unknown	No qualification
1991	17%	21%	9%	53%
1996	25%	23%	6%	46%
2001	29%	24%	5%	42%
2006	37%	25%	4%	34%
Production	36%	25%	4%	34%
Post-production	41%	25%	5%	30%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

- Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data on production and post-production was available for the first time in 2006.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
 2. Includes certificate, diploma and advanced diploma qualifications.

Film and video distribution, 1991–2006

According to the Census of Population and Housing conducted in August 2006, the proportion of people in the film and video distribution¹ industry with a bachelor degree or higher has steadily increased, from 13 per cent in 1991 to 30 per cent in 2006. About one in five people identified themselves as having other qualifications, while the number of people with no formal qualifications has fallen to 45 per cent.

	Bachelor degree or higher	Other qualification ²	Unknown	No qualification
1991	13%	17%	10%	60%
1996	16%	23%	6%	55%
2001	23%	20%	6%	51%
2006	30%	21%	5%	45%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

- Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
 2. Includes certificate, diploma and advanced diploma qualifications.

Film exhibition, 1991–2006

According to the Census of Population and Housing conducted in August 2006, the proportion of people in the film exhibition¹ industry with a bachelor degree or higher has increased, from 7 per cent in 1991 to 13 per cent in 2006. Overall around one in five people identified themselves as having some form of qualification, while over two-thirds indicated they had no formal qualifications.

	Bachelor degree or higher	Other qualification ²	Unknown	No qualification
1991	7%	12%	10%	71%
1996	9%	11%	8%	72%
2001	14%	14%	5%	67%
2006	13%	16%	4%	68%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
2. Includes certificate, diploma and advanced diploma qualifications.

Television broadcasting, 1991–2006

According to the Census of Population and Housing conducted in August 2006, the proportion of people in the television broadcasting¹ industry with a bachelor degree or higher has steadily increased, from 14 per cent in 1991 to 35 per cent in 2006. About one in four people identified themselves as having other qualifications, while around a third indicated they had no formal qualifications.

	Bachelor degree or higher	Other qualification ²	Unknown	No qualification
1991	14%	24%	9%	53%
1996	20%	26%	7%	48%
2001	26%	27%	5%	42%
2006	35%	26%	4%	35%
Free-to-air	37%	25%	4%	34%
Subscription	27%	30%	5%	38%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
Breakout data on free-to-air and subscription broadcasting was available for the first time in 2006.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
2. Includes certificate, diploma and advanced diploma qualifications.

Video hire, 1991–2006

According to the Census of Population and Housing conducted in August 2006, the proportion of people in the video hire¹ industry with a bachelor degree or higher has remained relatively steady when compared to other audiovisual industries, increasing from 4 per cent in 1996 to 7 per cent in 2006. Overall, around one in five people identified themselves as having some form of qualification.

	Bachelor degree or higher	Other qualification ²	Unknown	No qualification
1996	4%	12%	7%	77%
2001	6%	12%	5%	78%
2006	7%	14%	4%	75%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
Video hire was available as a separate industry classification for the first time in 1996.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
2. Includes certificate, diploma and advanced diploma qualifications.

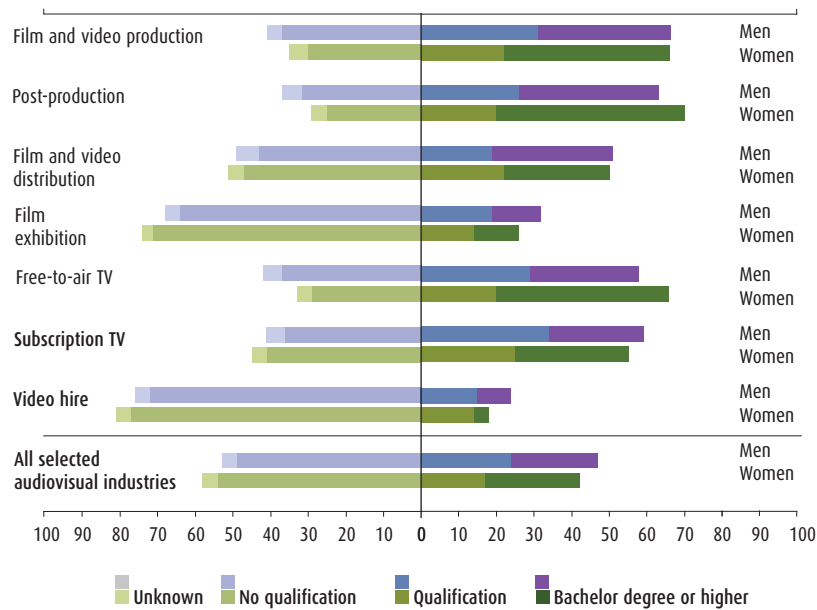
Proportion of men and women with various levels of qualifications by industry, 1996–2006

Next update December 2011

Selected audiovisual industries, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 47 per cent of men in the selected audiovisual industries¹ had a qualification, compared to 42 per cent of women. The proportion of people with a bachelor degree or higher has grown steadily since 1996 for both men and women (rising from 15 to 23 per cent and 16 to 25 per cent respectively). The proportion of people with no formal qualification fell for both men and women.

Proportions of men and women with and without qualifications, by industry, 2006



	Bachelor degree or higher		Other qualification ²		Unknown		No qualification	
	Men	Women	Men	Women	Men	Women	Men	Women
1996	15%	16%	24%	15%	6%	7%	54%	62%
2001	19%	21%	24%	16%	5%	5%	52%	58%
2006	23%	25%	24%	17%	4%	4%	49%	54%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

- Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
- 1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined categories. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
- 2. Includes certificate, diploma and advanced diploma qualifications.

Film and video production and post-production services, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 67 per cent of women in film and video production and post-production services¹ had a qualification, compared to 59 per cent of men. The proportion of people with a bachelor degree or higher has grown steadily since 1996 for both men and women (rising from 22 to 32 per cent and 29 to 45 per cent respectively). The proportion of people with no formal qualification fell for both men and women.

	Bachelor degree or higher		Other qualification ²		Unknown		No qualification	
	Men	Women	Men	Women	Men	Women	Men	Women
1996	22%	29%	25%	20%	6%	7%	47%	45%
2001	25%	35%	26%	21%	5%	5%	43%	39%
2006	32%	45%	27%	22%	4%	4%	37%	29%
Production	31%	44%	27%	22%	4%	4%	37%	30%
Post-production	37%	50%	26%	20%	5%	4%	32%	25%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data on production and post-production was available for the first time in 2006.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

2. Includes certificate, diploma and advanced diploma qualifications.

Film and video distribution, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 51 per cent of men in the film and video distribution¹ industry had a qualification, compared to 50 per cent of women. The proportion of people with a bachelor degree or higher has grown steadily since 1996 for both men and women, increasing from 15 to 32 per cent and from 17 to 28 per cent respectively. The proportion of people with no formal qualification fell for both men and women.

	Bachelor degree or higher		Other qualification ²		Unknown		No qualification	
	Men	Women	Men	Women	Men	Women	Men	Women
1996	15%	17%	26%	20%	6%	7%	54%	56%
2001	23%	23%	21%	20%	4%	7%	51%	51%
2006	32%	28%	19%	22%	6%	4%	43%	47%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

2. Includes certificate, diploma and advanced diploma qualifications.

Film exhibition, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 32 per cent of men in the film exhibition¹ industry had a qualification, compared to 26 per cent of women. The proportion of people with a bachelor degree or higher has fluctuated slightly since 1996; overall, for men, it has increased from 10 to 13 per cent and, for women, from 8 to 12 per cent.

	Bachelor degree or higher		Other qualification ²		Unknown		No qualification	
	Men	Women	Men	Women	Men	Women	Men	Women
1996	10%	8%	14%	9%	9%	7%	68%	75%
2001	13%	14%	18%	11%	5%	4%	64%	70%
2006	13%	12%	19%	14%	4%	3%	64%	71%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

2. Includes certificate, diploma and advanced diploma qualifications.

Television broadcasting, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 65 per cent of women in the television broadcasting¹ industry had a qualification, compared to 58 per cent of men. The proportion of people with a bachelor degree or higher has grown steadily since 1996 for both men and women, increasing from 15 to 28 per cent and from 26 to 44 per cent respectively. The proportion of people with no formal qualification fell for both men and women.

	Bachelor degree or higher		Other qualification ²		Unknown		No qualification	
	Men	Women	Men	Women	Men	Women	Men	Women
1996	15%	26%	30%	19%	6%	8%	49%	47%
2001	22%	33%	30%	22%	5%	5%	43%	40%
2006	28%	44%	30%	21%	5%	4%	37%	31%
Free-to-air	29%	46%	29%	20%	5%	4%	37%	29%
Subscription	25%	30%	34%	25%	5%	4%	36%	41%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data on free-to-air and subscription broadcasting was available for the first time in 2006.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

2. Includes certificate, diploma and advanced diploma qualifications.

Video hire, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 24 per cent of men in the video hire¹ industry had a qualification, compared to 19 per cent of women. The proportion of people with a bachelor degree or higher has recorded little change since 1996; for men, it increased from 6 to 9 per cent and, for women, from 4 to 5 per cent.

	Bachelor degree or higher		Other qualification ²		Unknown		No qualification	
	Men	Women	Men	Women	Men	Women	Men	Women
1996	6%	4%	16%	9%	6%	7%	72%	80%
2001	7%	5%	15%	10%	4%	5%	75%	80%
2006	9%	5%	15%	14%	4%	4%	72%	77%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Video hire was available as a separate industry classification for the first time in 1996.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Proportions of employees by hours worked per week, by industry, 1991–2006

Next update December 2011

Selected audiovisual industries, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 54 per cent of people in the selected audiovisual industries¹ were employed 35 hours or more. Since 1996, the proportion of people working 1–15 hours rose from 14 to 21 per cent. In contrast, the proportion of people working 35 hours or more fell from 65 to 54 per cent.

	None	1–15 hrs	16–24 hrs	25–34 hrs	35 hrs & over	Not stated
1996	3%	14%	8%	8%	65%	1%
2001	3%	19%	10%	9%	57%	2%
2006	3%	21%	11%	9%	54%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual categories. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film and video production and post-production services, 1991–2006

According to the Census of Population and Housing conducted in August 2006, 72 per cent of people in film and video production and post-production services¹ were employed 35 hours or more. Proportions have remained steady since 1991 in terms of the number of hours worked, whether part time or full time.

	None	1–15 hrs	16–24 hrs	25–34 hrs	35 hrs & over	Not stated
1991	2%	8%	6%	7%	76%	1%
1996	2%	8%	7%	8%	75%	1%
2001	4%	9%	7%	9%	71%	1%
2006	2%	8%	7%	8%	72%	2%
Production	2%	8%	8%	8%	72%	2%
Post-production	3%	7%	5%	8%	74%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
Breakout data on production and post-production was available for the first time in 2006.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film and video distribution, 1991–2006

According to the Census of Population and Housing conducted in August 2006, 76 per cent of people in the film and video distribution¹ industry were employed 35 hours or more. Proportions have remained steady since 1991 in terms of the number of hours worked, whether part time or full time.

	None	1–15 hrs	16–24 hrs	25–34 hrs	35 hrs & over	Not stated
1991	2%	7%	5%	5%	80%	1%
1996	2%	8%	7%	7%	75%	1%
2001	3%	10%	8%	7%	71%	2%
2006	1%	7%	7%	7%	76%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film exhibition, 1991–2006

According to the Census of Population and Housing conducted in August 2006, 28 per cent of people in the film exhibition¹ industry were employed 35 hours or more (down from 40 per cent in 1991). The largest proportion worked 1–15 hours (40 per cent, up from 31 per cent a decade earlier).

	None	1–15 hrs	16–24 hrs	25–34 hrs	35 hrs & over	Not stated
1991	3%	31%	16%	9%	40%	2%
1996	3%	36%	17%	12%	30%	1%
2001	3%	33%	15%	12%	35%	2%
2006	4%	40%	14%	11%	28%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Television broadcasting, 1991–2006

According to the Census of Population and Housing conducted in August 2006, 78 per cent of people in the television broadcasting¹ industry were employed 35 hours or more. Despite a slight fall in the proportion of people working those hours, the proportions of hours worked have remained relatively steady since 1991, whether full time or part time.

	None	1–15 hrs	16–24 hrs	25–34 hrs	35 hrs & over	Not stated
1991	3%	4%	4%	3%	84%	1%
1996	3%	4%	4%	5%	83%	1%
2001	4%	5%	6%	6%	78%	1%
2006	4%	4%	6%	6%	78%	1%
Free-to-air	4%	4%	6%	6%	79%	1%
Subscription	3%	3%	7%	8%	76%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1991–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
Breakout data on free-to-air and subscription broadcasting was available for the first time in 2006.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Video hire, 1996–2006

According to the Census of Population and Housing conducted in August 2006, 25 per cent of people in the video hire¹ industry were employed 35 hours or more (down from 39 per cent in 1996). The largest proportion worked 1–15 hours (43 per cent, up from 32 per cent a decade earlier).

	None	1–15 hrs	16–24 hrs	25–34 hrs	35 hrs & over	Not stated
1996	2%	32%	15%	11%	39%	1%
2001	2%	38%	16%	11%	30%	2%
2006	3%	43%	17%	10%	25%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006.
Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
Video hire was available as a separate industry classification for the first time in 1996.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Proportions of employees earning various annual incomes, by industry, 1996–2006

Next update December 2011

2006: Income distribution in 2006 Census

According to the Census of Population and Housing conducted in August 2006, the television broadcasting industry has the largest proportion of workers in the top income bracket. Predictably, the industries with significant numbers of part-time workers – film exhibition and video hire – have the highest proportions of people earning less than \$20,800.

Due to inflation, caution should be used when comparing income brackets in previous years, even where the ranges are the same.

	< \$20,800	\$20,800– \$31,199	\$31,200– \$41,599	\$41,600– \$51,999	\$52,000– \$67,599	\$67,600 & over	Not stated
Film and video production and post-production services	13%	13%	15%	14%	17%	27%	2%
Production	13%	13%	14%	14%	17%	27%	2%
Post-production	12%	11%	17%	18%	17%	25%	1%
Film and video distribution	14%	12%	18%	13%	16%	25%	1%
Film exhibition	61%	15%	9%	5%	4%	4%	1%
Television broadcasting	6%	9%	14%	15%	20%	35%	1%
Free-to-air	5%	7%	13%	15%	21%	37%	1%
Subscription	8%	14%	20%	16%	15%	26%	1%
Video hire	69%	15%	7%	3%	2%	2%	2%
All selected audiovisual industries¹	34%	12%	12%	10%	12%	19%	1%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data on production, post-production and free-to-air and subscription broadcasting was available for the first time in 2006.

1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting and video hire as well as not further defined audiovisual categories which are not listed separately but included in totals. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

2001: Income distribution in 2001 Census

	< \$20,800	\$20,800– \$31,199	\$31,200– \$41,599	\$41,600– \$51,999	\$52,000– \$77,999	\$78,000 & over	Not stated
Film and video production	18%	20%	19%	13%	16%	13%	2%
Film and video distribution	25%	18%	19%	13%	14%	10%	2%
Motion picture exhibition	57%	16%	11%	6%	5%	3%	2%
Television services	8%	16%	19%	16%	23%	16%	2%
Video hire	69%	17%	6%	2%	2%	1%	2%
All selected audiovisual industries¹	34%	17%	14%	10%	13%	9%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2001.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.

1. 'Selected audiovisual industries' includes film and video production, film and video distribution, motion picture exhibition, television services and video hire as well as not further defined audiovisual categories which are not listed separately but included in totals. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

1996: Income distribution in 1996 Census

	< \$20,800	\$20,800– \$31,199	\$31,200– \$41,599	\$41,600– \$51,999	\$52,000 & over	Not stated
Film and video production	25%	24%	19%	11%	19%	2%
Film and video distribution	27%	24%	20%	14%	14%	1%
Motion picture exhibition	67%	14%	8%	5%	5%	2%
Television services	12%	26%	22%	16%	23%	1%
Video hire	74%	17%	5%	1%	2%	2%
All selected audiovisual industries¹	37%	22%	15%	10%	14%	2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 1996.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.

1. 'Selected audiovisual industries' includes film and video production, film and video distribution, motion picture exhibition, television services and video hire as well as not further defined audiovisual categories which are not listed separately but included in totals. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Proportion of men and women earning various annual incomes, by industry, 1996–2006

Next update December 2011

2006: Income distribution by sex in 2006 Census

According to the Census of Population and Housing conducted in August 2006, men are much more likely than women to earn an income in the highest bracket of \$67,600 or more and much less likely to earn an income in the lowest bracket of less than \$20,800. Predictably, the industries with significant numbers of part-time workers - exhibition and video hire - have the highest proportions of people earning less than \$20,800.

Due to inflation, caution should be used when comparing income brackets in previous years, even where the ranges are the same.

	< \$20,800	\$20,800– \$31,199	\$31,200– \$41,599	\$41,600– \$51,999	\$52,000– \$67,599	\$67,600 & over	Not stated
Film and video production and post-production services							
<i>Production</i>							
Men	12%	12%	14%	14%	17%	30%	2%
Women	15%	14%	15%	15%	16%	23%	2%
<i>Post-production</i>							
Men	10%	10%	14%	18%	17%	29%	2%
Women	15%	13%	23%	17%	15%	18%	0%
Film and video distribution							
Men	12%	10%	15%	12%	16%	34%	1%
Women	17%	13%	20%	13%	17%	18%	2%
Film exhibition							
Men	53%	14%	11%	7%	6%	7%	1%
Women	68%	15%	7%	4%	3%	2%	2%
Television broadcasting							
<i>Free-to-air</i>							
Men	4%	5%	10%	13%	21%	46%	1%
Women	7%	11%	17%	17%	21%	26%	1%
<i>Subscription</i>							
Men	7%	13%	17%	16%	15%	31%	1%
Women	10%	16%	24%	15%	15%	18%	1%
Video hire							
Men	64%	14%	9%	4%	3%	4%	2%
Women	72%	15%	6%	2%	1%	1%	1%
All selected audiovisual industries¹							
Men	26%	11%	11%	11%	14%	26%	1%
Women	42%	14%	12%	9%	10%	12%	1%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data on production, post-production and free-to-air and subscription broadcasting was available for the first time in 2006.

1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting and video hire as well as not further defined audiovisual categories which are not included separately but included in totals. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

2001: Income distribution by sex in 2001 Census

	< \$20,800	\$20,800– \$31,199	\$31,200– \$41,599	\$41,600– \$51,999	\$52,000– \$77,999	\$78,000 & over	Not stated
Film and video production							
Men	17%	18%	18%	13%	18%	15%	2%
Women	20%	23%	19%	13%	13%	9%	2%
Film and video distribution							
Men	20%	18%	16%	11%	17%	15%	2%
Women	28%	18%	21%	14%	11%	6%	1%
Motion picture exhibition							
Men	49%	17%	13%	7%	7%	5%	2%
Women	65%	16%	9%	4%	3%	1%	2%
Television services							
Men	6%	13%	17%	16%	27%	20%	1%
Women	12%	20%	23%	16%	18%	10%	2%
Video hire							
Men	64%	19%	8%	3%	3%	2%	2%
Women	73%	16%	5%	1%	1%	1%	2%
All selected audiovisual industries¹							
Men	26%	15%	15%	11%	17%	13%	2%
Women	43%	18%	14%	9%	9%	5%	2%

Source : Compiled by the Australian Film Commission using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2001.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. 'Selected audiovisual industries' includes film and video production, film and video distribution, motion picture exhibition, television services and video hire as well as not further defined audiovisual categories which are not listed separately but included in totals. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

1996: Income distribution by sex in 1996 Census

	< \$20,800	\$20,800– \$31,199	\$31,200– \$41,599	\$41,600– \$51,999	\$52,000 & over	Not stated
Film and video production						
Men	22%	22%	19%	12%	23%	2%
Women	30%	27%	19%	9%	13%	2%
Film and video distribution						
Men	21%	21%	17%	18%	21%	1%
Women	33%	26%	22%	10%	8%	1%
Motion picture exhibition						
Men	54%	15%	11%	8%	9%	2%
Women	76%	14%	5%	2%	1%	2%
Television services						
Men	8%	22%	21%	18%	28%	1%
Women	17%	33%	23%	12%	13%	1%
Video hire						
Men	65%	21%	7%	2%	3%	2%
Women	79%	15%	3%	1%	1%	2%
All selected audiovisual industries¹						
Men	27%	21%	17%	13%	20%	2%
Women	48%	23%	13%	6%	7%	2%

Source: Compiled by the Australian Film Commission using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 1996.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
Video hire was available as a separate industry classification for the first time in 1996.
1. 'Selected audiovisual industries' includes film and video production, film and video distribution, motion picture exhibition, television services and video hire as well as not further defined audiovisual categories which are not listed separately but included in totals. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Proportions of employees from various countries and regions, 1971–2006

Next update December 2011

Selected audiovisual industries and all industries, 1996–2006

According to the Census of Population and Housing conducted in August 2006, there were 45,088 people employed in the selected audiovisual industries¹. Of these, 80 per cent identified Australia as their country of birth, 6 per cent were from the United Kingdom and Ireland and 4 per cent from Asia. The proportion of people of Australian origin in the audiovisual industries was above that of the overall Australian workforce, which was 73 per cent.

There has been little change in these proportions since 1996, other than a slight increase in the proportion of people of Asian or non-Indigenous Australian origin and a slight decrease in those from the United Kingdom, Ireland and Europe.

	Africa	America	Asia	Australia		Middle East	Oceania (except Australia)	United Kingdom & Ireland	Other Europe & former USSR	Unknown
				Indigenous	Others					
Selected audiovisual industries¹										
1996	1.0%	1.6%	2.5%	0.6%	77.8%	0.4%	3.2%	8.5%	3.5%	1.0%
2001	0.8%	1.3%	3.2%	0.7%	79.1%	0.6%	3.1%	6.7%	3.0%	1.6%
2006	1.0%	1.5%	3.8%	0.7%	79.4%	0.6%	2.8%	6.0%	2.6%	1.4%
All industries²										
1996	1.1%	1.1%	4.9%	1.0%	73.5%	0.7%	2.9%	7.8%	6.1%	1.0%
2001	1.2%	1.1%	5.8%	1.2%	73.0%	0.8%	3.3%	6.9%	5.1%	1.6%
2006	1.3%	1.2%	7.1%	1.3%	71.7%	1.0%	3.4%	6.4%	4.4%	2.0%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006; data on Indigenous Australians added by Screen Australia from unpublished ABS data.

Notes:

- Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
- 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual industries. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.
- Includes all Australian and New Zealand Standard Industrial Classification (ANZSIC) industries.

Film and video production and post-production services, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 8,261 people employed in film and video production and post-production services¹. Of these, 74 per cent identified Australia as their country of birth, with the next highest representation from United Kingdom and Ireland at 9 per cent. The proportion of people of Australian origin was in keeping with the overall Australian workforce, which was 73 per cent.

Since 1971, the proportion of people of Australian origin within the industry has remained steady, while there has been a significant decrease in those from the United Kingdom and Ireland and an increase from Asia.

	Africa	America	Asia	Australia		Middle East	Oceania (except Australia)	United Kingdom & Ireland	Other Europe & former USSR	Unknown
				Indigenous	Others					
1971	0.9%	2.5%	1.2%	0.2%	71.8%	0.2%	2.7%	13.8%	6.9%	-
1976	1.0%	1.6%	1.0%	0.1%	72.1%	0.2%	2.7%	14.8%	6.5%	-
1981	1.0%	1.9%	1.3%	<0.1%	72.9%	0.3%	4.3%	12.9%	5.2%	0.2%
1991	1.0%	1.9%	2.2%	0.5%	74.7%	0.3%	3.7%	11.2%	4.3%	0.2%
1996	1.4%	2.2%	3.1%	0.5%	72.8%	0.4%	4.0%	10.5%	4.1%	0.9%
2001	1.3%	2.2%	3.7%	0.7%	72.6%	0.7%	4.4%	9.3%	3.8%	1.3%
2006	1.3%	2.3%	3.8%	0.4%	73.9%	0.7%	3.6%	8.9%	3.6%	1.5%
<i>Production</i>	<i>1.4%</i>	<i>2.2%</i>	<i>3.7%</i>	<i>0.4%</i>	<i>74.3%</i>	<i>0.6%</i>	<i>3.5%</i>	<i>9.1%</i>	<i>3.4%</i>	<i>1.5%</i>
<i>Post-production</i>	<i>0.7%</i>	<i>3.3%</i>	<i>5.1%</i>	<i>0.4%</i>	<i>71.2%</i>	<i>1.4%</i>	<i>4.3%</i>	<i>7.7%</i>	<i>4.6%</i>	<i>1.2%</i>

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006; data on Indigenous Australians added by Screen Australia from unpublished ABS data.

Notes:

- Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data on production and post-production was available for the first time in 2006.
- Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film and video distribution, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 871 people employed in the film and video distribution¹ industry. Of these, 79 per cent identified Australia as their country of birth, with the next highest representation from the United Kingdom and Ireland with 8 per cent and Asia with 6 per cent. The proportion of people of Australian origin was slightly above the overall Australian workforce, which was 73 per cent.

Since 1971, the proportion of people of Australian origin in the industry has decreased while the proportion from Asia increased significantly.

	Africa	America	Asia	Australia		Middle East	Oceania (except Australia)	United Kingdom & Ireland	Other Europe & former USSR	Unknown
				Indigenous	Others					
1971	0.4%	0.9%	1.9%	<0.1%	79.2%	<0.1%	2.4%	10.3%	5.1%	-
1976	0.8%	2.0%	3.1%	<0.1%	77.7%	<0.1%	2.0%	9.6%	4.2%	-
1981	1.3%	0.9%	2.0%	<0.1%	77.5%	0.4%	2.4%	10.2%	4.8%	<0.1%
1991	2.1%	<0.1%	2.5%	n.a.	80.5%	<0.1%	2.7%	8.0%	3.7%	0.5%
1996	1.1%	1.5%	2.8%	0.5%	75.8%	0.6%	3.3%	9.1%	4.3%	1.2%
2001	0.8%	0.9%	4.5%	0.6%	76.1%	1.2%	2.6%	7.7%	4.3%	1.3%
2006	2.0%	0.9%	6.1%	0.7%	71.7%	1.5%	4.5%	8.0%	3.1%	1.5%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006; data on Indigenous Australians added by Screen Australia from unpublished ABS data.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Film exhibition, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 8,900 employed in the film exhibition¹ industry. Of these, 85 per cent identified Australia as their country of birth, with the next highest representation from the United Kingdom and Ireland with 4 per cent and Asia with 3 per cent. The proportion of people of Australian origin was well above that in the overall Australian workforce, which was 73 per cent.

Since 1971, proportions have remained relatively steady from all countries or regions, although there has been a small increase in the proportion of people of Australian and Asian origin and decrease in those from the United Kingdom, Ireland and Europe.

	Africa	Americas	Asia	Australia		Middle East	Oceania (except Australia)	United Kingdom & Ireland	Other Europe & former USSR	Unknown
				Indigenous	Others					
1971	0.3%	0.2%	0.6%	0.3%	82.2%	0.0%	1.3%	8.8%	6.3%	-
1976	0.3%	0.6%	0.5%	0.2%	80.6%	0.1%	1.2%	9.8%	6.7%	-
1981	0.6%	0.5%	1.5%	0.1%	80.5%	0.3%	1.5%	8.0%	6.8%	0.1%
1991	0.9%	0.8%	2.5%	<0.1%	81.6%	0.2%	2.3%	7.2%	4.4%	0.1%
1996	0.7%	0.8%	2.3%	0.2%	84.6%	0.3%	2.1%	5.0%	2.8%	1.1%
2001	0.8%	1.1%	3.0%	0.7%	82.5%	0.4%	2.3%	4.8%	2.6%	1.9%
2006	0.8%	1.2%	3.3%	0.8%	84.4%	0.5%	2.0%	3.7%	1.9%	1.4%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006; data on Indigenous Australians added by Screen Australia from unpublished ABS data.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding.
1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Television broadcasting, 1971–2006

According to the Census of Population and Housing conducted in August 2006, there were 15,575 people employed in the television broadcasting¹ industry. Of these, 77 per cent identified Australia as their country of birth, with the next highest representation from the United Kingdom and Ireland with 8 per cent and Asia with 7 per cent. People from countries other than Australia had proportionally higher representation in subscription television compared to free-to-air. The proportion of people of Australian origin in the industry was slightly above that of the overall Australian workforce, which was 73 per cent.

Since 1971, proportions have remained relatively steady from all countries or regions, although there has been a decrease in people from the United Kingdom and Ireland.

	Africa	Americas	Asia	Australia		Middle East	Oceania (except Australia)	United Kingdom & Ireland	Other Europe & former USSR	Unknown
				Indigenous	Others					
1971	0.5%	0.8%	1.5%	<0.1%	76.9%	<0.1%	1.8%	13.5%	5.0%	-
1976	0.6%	0.7%	2.2%	0.1%	75.1%	0.2%	2.1%	14.2%	4.8%	-
1981	0.8%	1.1%	2.0%	0.1%	75.6%	0.2%	2.6%	12.7%	4.9%	0.1%
1991	0.7%	1.2%	1.9%	0.6%	80.5%	0.2%	2.6%	9.0%	3.6%	0.2%
1996	0.9%	1.6%	2.1%	0.8%	78.3%	0.4%	3.1%	8.7%	3.3%	0.9%
2001	0.8%	1.5%	2.7%	0.6%	78.2%	0.6%	3.6%	7.7%	3.1%	1.3%
2006	1.0%	1.6%	4.1%	0.7%	76.6%	0.6%	3.4%	7.5%	3.0%	1.6%
Free-to-air	0.9%	1.5%	3.3%	0.8%	78.5%	0.5%	2.8%	7.4%	2.8%	1.5%
Subscription	1.4%	2.4%	7.3%	0.5%	68.1%	1.3%	5.8%	7.7%	3.7%	1.7%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1971–2006; data on Indigenous Australians added by Screen Australia from unpublished ABS data.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Breakout data for free-to-air and subscription television broadcasting was available for the first time in 2006.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Video hire, 1996–2006

According to the Census of Population and Housing conducted in August 2006, there were 10,975 people employed in the video hire¹ industry. Of these, 86 per cent identified Australia as their country of birth, with the next highest representation from Asia with 4 per cent. The proportion of people of Australian origin was well above that in the overall Australian workforce, which was 73 per cent.

Since 1996, proportions have remained relatively steady from all countries or regions, although there has been an increase in those of an Australian origin and a decrease in those from the United Kingdom, Ireland and Europe.

	Africa	Americas	Asia	Australia		Middle East	Oceania (except Australia)	United Kingdom & Ireland	Other Europe & former USSR	Unknown
				Indigenous	Others					
1996	0.8%	0.7%	3.8%	0.6%	80.8%	0.7%	2.0%	5.7%	3.9%	1.1%
2001	0.5%	0.7%	3.3%	0.6%	83.4%	0.6%	1.9%	4.3%	2.5%	2.0%
2006	0.9%	0.9%	3.8%	0.9%	84.6%	0.6%	1.8%	3.2%	2.0%	1.2%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006; data on Indigenous Australians added by Screen Australia from unpublished ABS data.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. Figures may not total exactly due to rounding. Video hire as available as a separate industry classification for the first time in 1996.

1. Industry definitions used by the ABS have changed over time. See Industry and occupations definitions for classifications and definitions.

Occupations by industry, number and sex, 2006

Next update December 2011

Selected audiovisual industries, top 50 by number

According to the Census of Population and Housing conducted in August 2006, there were 45,088 people employed in the selected audiovisual industries¹. Of these, 77 per cent worked in the top 50 occupations, ranked by number, as listed below. The largest proportion (17 per cent) were sales assistants, with the majority working in video hire. Most sales assistants were women – although, at 65 per cent, this was slightly less than the proportion of women in other industries (70 per cent).

	Selected audiovisual industries ¹			All other industries ²		
	Men	Women	Total	Men	Women	Total
Sales assistant (general)	2,634	4,832	7,466	128,850	306,578	435,428
Media producer (excluding video)	1,562	1,317	2,879	1,632	1,085	2,717
Retail manager (general)	1,131	1,183	2,314	97,023	79,989	177,012
Ticket seller	554	963	1,517	3,612	7,617	11,229
Film and video editor	1,044	313	1,357	318	113	431
Ticket collector or usher	673	556	1,229	865	782	1,647
Rental salesperson	483	725	1,208	1,668	1,707	3,375
Camera operator (film, television or video)	973	54	1,027	310	50	360
Television journalist	490	492	982	35	41	76
Director (film, television, radio or stage)	742	233	975	525	214	739
Cinema or theatre manager	434	440	874	173	178	351
Motion picture projectionist	744	127	871	28	3	31
Production assistant (film, television, radio or stage)	208	564	772	132	152	284
Sound technician	477	51	528	2,981	234	3,215
Sales workers, nfd	175	352	527	1,167	997	2,164
Sales and marketing manager	251	254	505	53,954	24,731	78,685
Sales representative (business services)	226	237	463	5,374	4,960	10,334
Program director (television or radio)	225	223	448	350	225	575
General clerk	89	341	430	31,055	174,805	205,860
Video producer	341	81	422	222	76	298
Graphic designer	225	173	398	11,094	10,846	21,940
Performing arts technicians, nec	291	101	392	340	99	439
Accountant (general)	138	235	373	60,244	52,175	112,419
Corporate general manager	253	99	352	27,351	8,489	35,840
Media professionals, nfd	212	138	350	485	692	1,177
Inquiry clerk	110	207	317	15,679	35,159	50,838
Telecommunications technician	280	23	303	12,461	466	12,927
Personal assistant	6	288	294	831	42,905	43,736
Accounts clerk	45	243	288	11,377	68,499	79,876
Receptionist (general)	7	262	269	2,561	77,121	79,682
Cabler (data and telecommunications)	258	6	264	1,897	56	1,953
Actor	153	107	260	633	431	1,064
Television presenter	142	116	258	51	43	94
Journalists and other writers, nfd	106	152	258	517	641	1,158
Electronic engineering technician	248	10	258	4,308	391	4,699
Illustrator	218	27	245	915	342	1,257
Office manager	30	207	237	12,415	79,622	92,037
Chief executive or managing director	192	42	234	38,642	7,553	46,195
Technical director	210	23	233	148	10	158
Film, television, radio and stage directors, nec	160	61	221	138	98	236

	Selected audiovisual industries ¹			All other industries ²		
	Men	Women	Total	Men	Women	Total
Television equipment operator	147	72	219	38	13	51
Broadcast transmitter operator	152	63	215	48	16	64
Electronic equipment trades worker	196	11	207	20,053	972	21,025
Checkout operator	47	158	205	19,477	66,531	86,008
Radio journalist	87	116	203	221	248	469
Public relations professional	62	141	203	4,070	9,416	13,486
Managers, nfd	139	61	200	34,173	14,989	49,162
Finance manager	117	79	196	23,512	15,198	38,710
Director of photography	185	11	196	39	8	47
Sales representatives, nec	86	101	187	27,503	10,911	38,414
Total employed in these occupations	17,958	16,671	34,629	661,495	1,108,477	1,769,972
Total employed in all occupations	23,409	21,679	45,088	4,887,719	4,171,365	9,059,084

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

nec – not elsewhere classified.

nfd – not further defined.

See Industry and occupations definitions for classifications and definitions.

1. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual categories.

2. Includes all other Australian and New Zealand Standard Industrial Classification (ANZSIC) industries.

Film and video production and post-production services, top 10 by number

According to the Census of Population and Housing conducted in August 2006, there were 8,261 people employed in film and video production and post-production services. Of these, 56 per cent worked in the top ten occupations, when ranked by number. In the production sector, the largest proportion (19 per cent) worked as media producers, while film and video editors represented the largest share (15 per cent) in the post-production sector.

One in five media producers worked primarily in the production sector; 54 per cent were men – a similar proportion to media producers in other industries (57 per cent). Slightly fewer than one in ten film and video editors worked primarily in the post-production sector; 75 per cent were men – again, similar to the proportion of male film and video editors in other industries (76 per cent).

	Film and video production and post-production services			All other industries		
	Men	Women	Total	Men	Women	Total
Production						
Media producer (excluding video)	766	657	1,423	3,194	2,402	5,596
Director (film, television, radio or stage)	435	120	555	1,267	447	1,714
Film and video editor	427	112	539	1,362	426	1,788
Video producer	300	74	374	563	157	720
Production assistant (film, television, radio or stage)	105	236	341	340	716	1,056
Camera operator (film, television or video)	314	22	336	1,283	104	1,387
Performing arts technicians, nec	146	53	199	631	200	831
Sound technician	147	14	161	3,458	285	3,743
Director of photography	130	11	141	224	19	243
Graphic designer	78	43	121	11,319	11,019	22,338
Post-production						
Film and video editor	102	34	136	1,362	426	1,788
Illustrator	80	12	92	1,133	369	1,502
Machine shorthand reporter	28	45	73	162	1,158	1,320
Media producer (excluding video)	15	23	38	3,194	2,402	5,596
Graphic designer	21	5	26	11,319	11,019	22,338
Performing arts technicians, nec	17	8	25	631	200	831
Sound technician	16	3	19	3,458	285	3,743
Director (film, television, radio or stage)	17	0	17	1,267	447	1,714
Multimedia designer	11	5	16	1,078	629	1,707
Chief executive or managing director	12	3	15	38,834	7,595	46,429

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

nec – not elsewhere classified.

See Industry and occupations definitions for classifications and definitions.

Film and video distribution, top 10 by number

According to the Census of Population and Housing conducted in August 2006, there were 871 people employed in the film and video distribution industry. Of these, 41 per cent worked in the top ten occupations, when ranked by number. The largest proportion (8 per cent) were sales and marketing managers, 56 per cent of whom were women. This contrasts with the overall figure for other industries where men make up the majority (53 per cent) of sales and marketing managers.

	Film and video distribution			All other industries		
	Men	Women	Total	Men	Women	Total
Sales and marketing manager	31	40	71	54,205	24,985	79,190
Storeperson	23	25	48	81,355	15,491	96,846
Sales assistant (general)	23	20	43	131,484	311,410	442,894
Sales representatives, nec	20	19	39	27,589	11,012	38,601
Retail manager (general)	22	11	33	98,154	81,172	179,326
Personal assistant	0	29	29	837	43,193	44,030
Chief executive or managing director	17	7	24	38,834	7,595	46,429
Sales demonstrator	0	24	24	1,274	8,788	10,062
Accountant (general)	9	14	23	60,382	52,410	112,792
Marketing specialist	7	16	23	13,039	16,694	29,733

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.
nec – not elsewhere classified.
See Industry and occupations definitions for classifications and definitions.

Film exhibition, top 10 by number

According to the Census of Population and Housing conducted in August 2006, there were 8,900 people employed in the film exhibition industry was 8,900. Of these, 73 per cent worked in the top ten occupations, ranked by number. The largest proportion (17 per cent) were ticket sellers, 63 per cent of whom were women. This is slightly less than the proportion of women ticket sellers in other industries (67 per cent).

	Film exhibition			All other industries		
	Men	Women	Total	Men	Women	Total
Ticket seller	551	956	1,507	4,166	8,580	12,746
Ticket collector or usher	673	556	1,229	1,538	1,338	2,876
Sales assistant (general)	311	803	1,114	131,484	311,410	442,894
Cinema or theatre manager	430	440	870	607	618	1,225
Motion picture projectionist	741	127	868	772	130	902
Sales workers, nfd	166	341	507	1,342	1,349	2,691
Checkout operator	27	104	131	19,524	66,689	86,213
Waiter	42	76	118	18,081	68,051	86,132
Commercial cleaner	55	57	112	42,037	70,571	112,608
Bar attendant	37	43	80	20,912	26,838	47,750

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.
nfd – not further defined.
See Industry and occupations definitions for classifications and definitions.

Television broadcasting, top 10 by number

According to the Census of Population and Housing conducted in August 2006, there were 15,575 people employed in the television broadcasting industry. Of these, 40 per cent worked in the top ten occupations, ranked by number. The largest proportion in the free-to-air sector (10 per cent) were media producers while inquiry clerks represented the largest share in the subscription sector (7 per cent).

Around one in five media producers worked primarily in the free-to-air sector; 54 per cent were men – a similar proportion to media producers in other industries (57 per cent). In the subscription sector, 66 per cent of inquiry clerks were women – again, similar to the proportion of women inquiry clerks in other industries (69 per cent).

	Television broadcasting			All other industries		
	Men	Women	Total	Men	Women	Total
Free-to-air						
Media producer (excluding video)	673	563	1,236	3,194	2,402	5,596
Television journalist	462	465	927	525	533	1,058
Camera operator (film, television or video)	596	29	625	1,283	104	1,387
Film and video editor	443	147	590	1,362	426	1,788
Sales representative (business services)	207	215	422	5,600	5,197	10,797
Program director (television or radio)	193	194	387	575	448	1,023
Production assistant (film, television, radio or stage)	78	281	359	340	716	1,056
Sound technician	246	28	274	3,458	285	3,743
Journalists and other writers, nfd	106	149	255	623	793	1,416
Director (film, television, radio or stage)	193	57	250	1,267	447	1,714
Subscription						
Inquiry clerk	73	139	212	15,789	35,366	51,155
Call or contact centre operator	30	87	117	5,618	12,766	18,384
Media producer (excluding video)	74	47	121	3,194	2,402	5,596
General clerk	7	35	42	31,144	175,146	206,290
Sales and marketing manager	45	35	80	54,205	24,985	79,190
Sales representative (personal and household goods)	51	33	84	20,056	11,222	31,278
Accounts clerk	8	30	38	11,422	68,742	80,164
Sales assistant (general)	44	29	73	131,484	311,410	442,894
Marketing specialist	11	26	37	13,039	16,694	29,733
Accountant (general)	9	24	33	60,382	52,410	112,792

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

nfd – not further defined.

See Industry and occupations definitions for classifications and definitions.

Video hire, top 10 by number

According to the Census of Population and Housing conducted in August 2006, there were 10,975 people employed in the video hire industry. Of these, 91 per cent worked in the top ten occupations, ranked by number. The largest proportion (56 per cent) were sales assistants; 64 per cent of whom were women. This is slightly less than the proportion of women sales assistants in other industries (70 per cent).

	Video rental			All other industries		
	Men	Women	Total	Men	Women	Total
Sales assistant (general)	2,231	3,932	6,163	131,484	311,410	442,894
Retail manager (general)	1,049	1,126	2,175	98,154	81,172	179,326
Rental salesperson	474	709	1,183	2,151	2,432	4,583
Shelf filler	36	53	89	28,369	22,737	51,106
Checkout operator	20	51	71	19,524	66,689	86,213
Sales assistants and salespersons, nfd	25	37	62	9,314	13,188	22,502
Storeperson	26	34	60	81,355	15,491	96,846
General clerk	11	45	56	31,144	175,146	206,290
Office cashier	14	37	51	1,660	7,739	9,399
Retail supervisor	17	32	49	9,938	11,926	21,864

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data.

nfd – not further defined.

See Industry and occupations definitions for classifications and definitions.

Proportion of men and women employed in various occupations in selected audiovisual industries, 1996–2006

Next update December 2011

The Australian Bureau of Statistics (ABS) has used two classification systems for occupations in recent years. The Australian Standard Classification of Occupations (ASCO), which was used for 1996 and 2001 Census data, was replaced by the Australian and New Zealand Standard Classification of Occupations (ANZSCO), used to classify 2006 Census data. These classification changes have complicated the comparison of occupations over survey periods.

The coding algorithms used for ASCO and ANZSCO are quite different. If an employee has dual titles that cannot be coded to a single occupation, this is resolved by ANZSCO by assigning them to a 'not further defined' occupation, whereas ASCO codes them to the higher occupation in the hierarchy. For example, a shop assistant may work as a cashier and also stack shelves. A cashier is higher in the occupation hierarchy than someone stacking shelves. In ASCO, this would be resolved by assigning the person to the occupation highest in the hierarchy, i.e. a cashier. However in ANZSCO, the person may be assigned to a more general shop assistant code, e.g. shop assistant nfd, because they do more than one job.

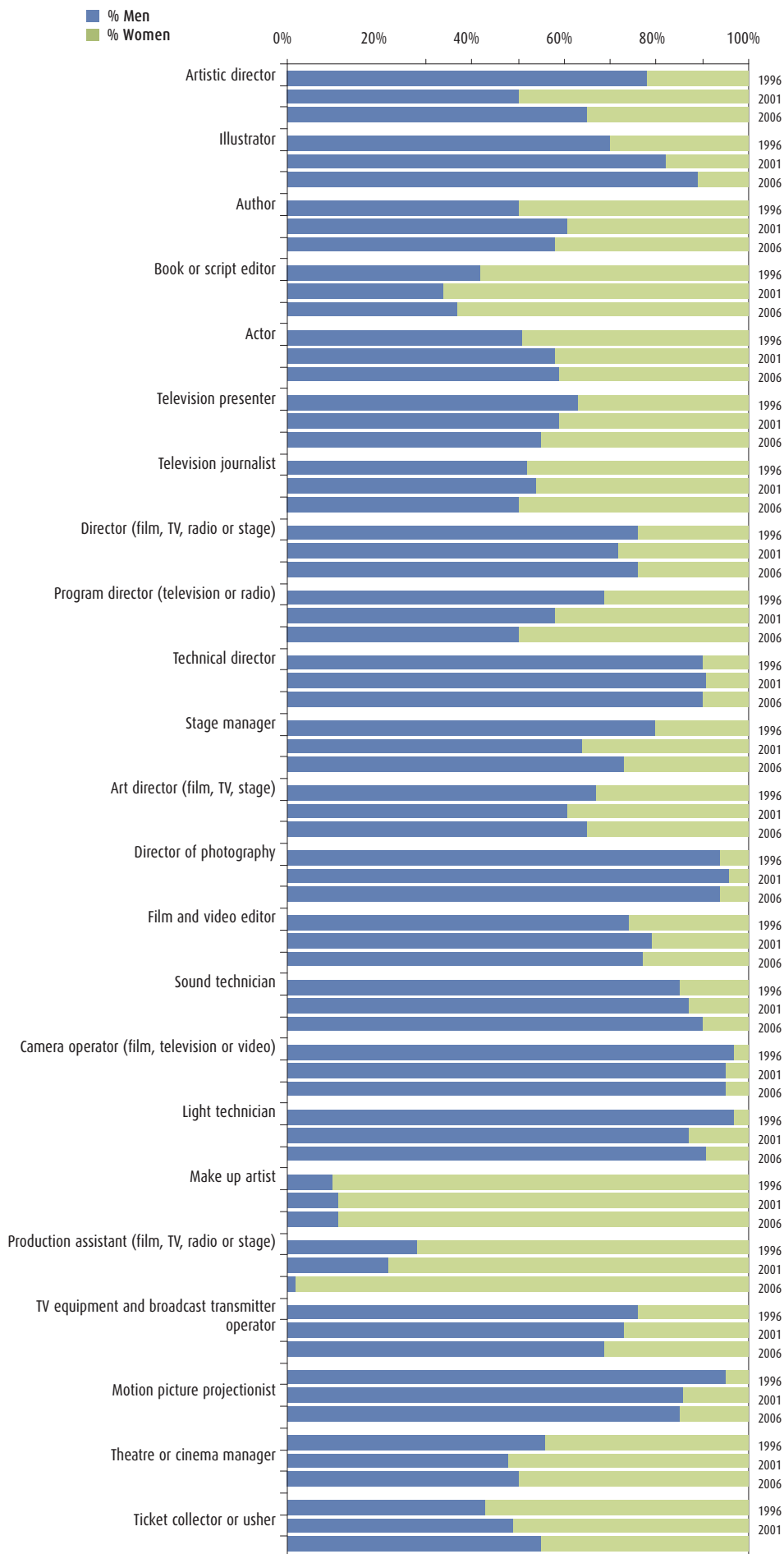
The table below lists ASCO occupation classifications for 1996 and 2001 and ANZSCO for 2006. It does not include occupations where numbers varied by more than 10 per cent between ASCO and ANZSCO.

	1996			2001			2006			% change 01–06
	Total no.	% men	% women	Total no.	% men	% women	Total no.	% men	% women	
Artistic director	18	78%	22%	30	50%	50%	17	65%	35%	-43%
Illustrator	362	70%	30%	292	82%	18%	245	89%	11%	-16%
Author	204	50%	50%	262	61%	39%	185	58%	42%	-29%
Book or script editor	45	42%	58%	65	34%	66%	60	37%	63%	-8%
Actor	346	51%	49%	524	58%	42%	260	59%	41%	-50%
Television presenter	258	63%	37%	264	59%	41%	258	55%	45%	-2%
Television journalist	894	52%	48%	864	54%	46%	982	50%	50%	14%
Director (film, TV, radio or stage)	967	76%	24%	1,331	72%	28%	975	76%	24%	-27%
Program director (television or radio)	45	69%	31%	124	58%	42%	448	50%	50%	261%
Technical director	102	90%	10%	104	91%	9%	233	90%	10%	124%
Stage manager	80	80%	20%	110	64%	36%	63	73%	27%	-43%
Art director (film, TV, stage)	116	67%	33%	102	61%	39%	66	65%	35%	-35%
Director of photography	211	94%	6%	218	96%	4%	196	94%	6%	-10%
Film and video editor	878	74%	26%	1,203	79%	21%	1,357	77%	23%	13%
Sound technician	577	85%	15%	568	87%	13%	528	90%	10%	-7%
Camera operator (film, television or video)	874	97%	3%	1,130	95%	5%	1,027	95%	5%	-9%
Light technician	112	97%	3%	145	88%	13%	129	91%	9%	-11%
Make up artist	119	10%	90%	128	11%	89%	122	11%	89%	-5%
Production assistant (film, TV, radio or stage)	658	28%	72%	721	22%	78%	294	2%	98%	-59%
TV equipment and broadcast transmitter operator	550	76%	24%	499	73%	27%	434	69%	31%	-13%
Motion picture projectionist	533	95%	5%	856	86%	14%	871	85%	15%	2%
Theatre or cinema manager	551	56%	44%	854	48%	52%	874	50%	50%	2%
Ticket collector or usher	1,111	43%	57%	1,636	49%	51%	1,229	55%	45%	-25%

Source: Compiled by Screen Australia using unpublished data from the Australian Bureau of Statistics (ABS), Censuses of Population and Housing, 1996–2006. Notes:

Adjustments have been made to figures by the ABS to avoid the release of confidential data. 'Selected audiovisual industries' includes film and video production and post-production services, film and video distribution, film exhibition, television broadcasting, video hire and not further defined audiovisual categories. See Industry and occupations definitions for classifications and definitions.

Proportion of men and women employed in various occupations in selected audiovisual industries, 1996–2006



Creative workforce: About the data

This is a summary of fact sheets detailing key findings of a creative workforce national mapping project within the ARC Centre of Excellence for Creative Industries and Innovation (CCI).

The Creative Digital Industries in Australia: Innovation in Quantitative and Qualitative Mapping project was jointly funded by a Linkage grant from the Australian Research Council, with funds and other contributions from the Queensland University of Technology and what was the Australian Government Department of Communications, Information and the Arts and the Australian Film Commission.

The project's aim was to map the size, scope, structure and value of creative industries in Australia. In the process, it developed new definitions and methodologies for identifying and examining the creative industries, the creative workforce and creative activity, and drew on Census data from the Australian Bureau of Statistics (ABS) to provide a picture of creative employment across the Australian economy.

Selected findings from the project are reported on Get the Picture. This complements other employment data on Get the Picture for the audiovisual industries by contextualising the size of film and television within the broader creative workforce, separating creative and non-creative occupations within the creative industries, and including those people working in creative occupations outside the specialist creative industries.

Updates will be available periodically from the CCI Creative Economy Mapping website.

Creative workforce segment definitions

The ARC Centre of Excellence for Creative Industries and Innovation (CCI) has identified six creative workforce segments by grouping together several industry categories, as defined in the Australian and New Zealand Standard Industry Classification (ANZSIC) by the Australian Bureau of Statistics. Also considered by CCI as part of the creative workforce are those people employed in specialist creative occupations either working in the industries listed below or employed in other sectors of the economy.

More information regarding CCI's methodology in defining the creative workforce segments and specialist creative occupations is available on the CCI website.

Advertising and marketing

Advertising services (6940): Consists of units mainly engaged in providing advertising services such as the creation of advertising campaigns and materials; and media planning and buying (i.e. placing advertisements).

Architecture, design and visual arts

Jewellery and silverware manufacturing (2591): Consists of units mainly engaged in manufacturing jewellery or silverware using precious or semi-precious metal and stones, and the cutting of such stones. This class also includes units mainly engaged in manufacturing custom-made or costume jewellery, trophies, badges or medals, or minting coins.

Architectural services (6921): Consists of units mainly engaged in providing architectural services such as planning and designing buildings and structures; or planning and designing the development of land. Units apply knowledge of design, construction procedures, zoning regulations, location and land use, building codes and building materials.

Other specialised design services (6924): Consists of units mainly engaged in providing specialised design services not elsewhere classified.

Professional photographic services (6991): Consists of units mainly engaged in providing still, video or computer photography services, including the video taping of special events such as weddings.

Museum operation (8910): Consists of units mainly engaged in the preservation and exhibition of heritage objects and artefacts and/or visual arts and crafts with aesthetic, historical, cultural, and/or educational value. This class also includes units operating historical places, sites or houses.

Creative artists, musicians, writers and performers (9002): Consists of units of independent (freelance) individuals or groups mainly engaged in the regular creation of original artistic or cultural works who may or may not also produce and perform their works. This class also includes units providing independent technical expertise necessary for these productions, and celebrities mainly engaged in endorsing products or making speeches or public appearances for which they receive a fee.

Film, television and radio

Motion picture and video production (5511): Consists of units mainly engaged in producing motion pictures, videos and television programs or commercials. These productions are recorded and stored on a variety of analogue or digital visual media such as film, video tape or DVD.

Post-production services and other motion picture and video activities (5514): Consists of units mainly engaged in providing post-production services and other motion picture and video activities, including specialised motion picture or video post-production services such as editing, film/tape transfers, titling, subtitling, credits, closed captioning and computer-produced graphics, animation and special effects, as well as developing and processing motion picture film.

Radio broadcasting (5610): Consists of units mainly engaged in broadcasting audio signals, using radio broadcasting studios and facilities, to transmit aerial programming.

Free-to-air television broadcasting (5621): Consists of units mainly engaged in free-to-air television broadcasting of visual content, in the form of electronic images together with sound, through broadcasting studios and facilities. These units may also produce or transmit visual programming to affiliated broadcast television stations, which in turn broadcast the programs on a pre-determined schedule. Transmissions are made available without cost to the viewer.

Cable and other subscription broadcasting (5622): Consists of units mainly engaged in broadcasting television programs on a subscription or fee basis (such as subscription cable or satellite television broadcasting) to viewers.

Software and interactive content

Directory and mailing list publishing (5414): Consists of units mainly engaged in publishing (creating and disseminating) directories, mailing lists and collections or compilations of fact such as mailing addresses and telephone directories.

Software publishing (5420): Consists of units mainly engaged in creating and disseminating ready-made (non-customised) computer software.

Internet publishing and broadcasting (5700): Consists of units mainly engaged in publishing and/or broadcasting content on the Internet. Units in this class provide textual, audio and/or video content of general or specific interest on the Internet. These units do not provide traditional (non-Internet) versions of the content they publish or broadcast.

Internet service providers and web search portals (5910): Consists of units mainly engaged in providing Internet access services. Also included are units which provide web search portals used to search the Internet.

Data processing and web hosting services (5921): Consists of units mainly engaged in providing electronic data processing or hosting services. These units provide specialised hosting activities such as web hosting, streaming services or application hosting, provide application service provisioning, or provide general timesharing mainframe facilities to customers. These units provide complete processing and specialised reports from data supplied by customers or provide automated data processing and data entry services.

Computer system design and related services (7000): Consists of units mainly engaged in providing expertise in the field of information technologies such as writing, modifying, testing or supporting software to meet the needs of a particular consumer; or planning and designing computer systems that integrate computer hardware, software and communication technologies.

Music and performing arts

Music publishing (5521): Consists of units mainly engaged in acquiring and registering copyrights for musical compositions and promoting and authorising the use of these compositions in recordings, radio, television, motion pictures, live performances, print, or other media. Units in this class represent the interest of the composing unit, or other owners of musical compositions, to produce revenues from the use of such works, usually through licensing agreements. These units may own the copyright or act as administrator of the music copyrights on behalf of copyright owners. Also included in this class are units publishing sheet music (including in bound book form).

Music and other sound recording activities (5522): Consists of units mainly engaged in producing original (sound) master recordings such as tapes and CDs and releasing and distributing these sound recordings to wholesalers, retailers or directly to the public. Also included in this class are units engaged in operating sound recording studios and in the production of pre-recorded radio programs.

Performing arts operation (9001): Consists of units mainly engaged in providing or producing live theatrical or musical presentations or performances. These units are not usually involved in the creation of original artistic or cultural works.

Performing arts venue operation (9003): Consists of units mainly engaged in operating venues for the presentation and rehearsal of performing arts.

Writing, publishing and print media

Newspaper publishing (5411): Consists of units mainly engaged in publishing (creating and disseminating) newspapers. Included in this class are units whose main source of income is the sale of advertising space in their own newspapers.

Magazine and other periodical publishing (5412): Consists of units mainly engaged in publishing (creating and disseminating) magazines, journals and other periodicals. Included in this class are units whose main source of income is the sale of advertising space in their own periodicals.

Book publishing (5413): Consists of units mainly engaged in publishing (creating and disseminating) magazines, journals and other periodicals. Included in this class are units whose main source of income is the sale of advertising space in their own periodicals.

Other publishing, except software, music and Internet (5419): Consists of units mainly engaged in other publishing (creating and disseminating) activities (except software, music and internet publishing) such as greeting card, postcard and art print publishing.

Libraries and archives (6010): Consists of units mainly engaged in providing library or archive services. The units maintain collections of documents (e.g. books, journals, newspaper and music) and facilitate the use of such documents (recorded information regardless of its physical form and characteristics). All or parts of these collections may be accessible electronically.

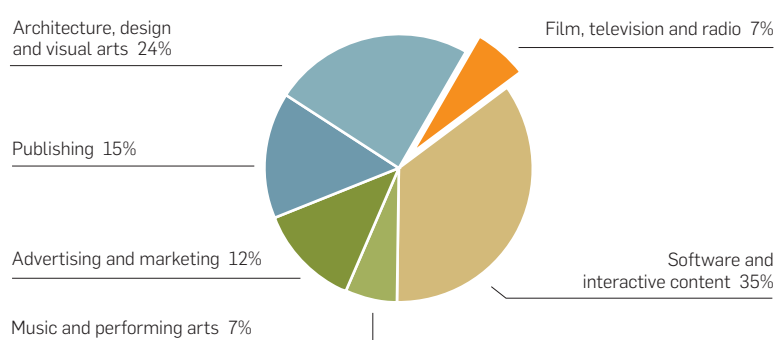
Number of people employed in the creative workforce, 2006

Next update to be advised

According to analysis by the Centre of Excellence for Creative Industries and Innovation of the 2006 Census of Population and Housing, there were 486,715 people in the creative workforce across six creative segments. The largest of these segments, software and interactive content, accounted for 35 per cent of the creative workforce, followed by architecture, design and visual arts (24 per cent) and writing, publishing and print media (15 per cent).

The film, television and radio segment represents 33,026 people (7 per cent). Of these people, 20,980 were in specialist film, television and radio occupations – film and video editors, for example, or directors of photography – and employed either in one of the six creative industries (16,452 people) or in another industry (4,528 people). The remaining 12,046 people were employed by film, television and radio businesses or service providers in a business support, rather than creative, role. Since 2001, there has been only 1 per cent growth in the film, television and radio segment, although the average for all segments is just 1.7 per cent.

Based on the annual earnings declared in the 2006 census, people employed in the creative workforce earned about \$27 billion annually in wages and salaries, approximately 7 per cent of Australia's total employment earnings. The software and interactive content segment accounted for \$12.2 billion of this total, while the film, television and radio segment made up \$1.9 billion; the mean income for these segments was \$70,800 and \$56,180 respectively, compared to a national mean of \$43,420. Only one segment, music and performing arts, earned below this amount (\$36,820).



	In any creative industry ¹	In other industries	Total
Film, television and radio			
Specialist film, television and radio creative occupations ²	16,452	4,528	20,980
Other occupations in the film, television and radio industry only ³	12,046	n.a.	12,046
<i>Total film, television and radio</i>	<i>28,498</i>	<i>4,528</i>	33,026
Software and interactive content			
Specialist software and interactive content creative occupations ²	36,366	51,673	88,039
Other occupations in the software and interactive content industry only ³	81,623	n.a.	81,623
<i>Total software and interactive content</i>	<i>117,989</i>	<i>51,673</i>	169,662
Music and performing arts			
Specialist music and performing arts creative occupations ²	11,290	12,838	24,128
Other occupations in the music and performing arts industry only ³	7,619	n.a.	7,619
<i>Total music and performing arts</i>	<i>18,909</i>	<i>12,838</i>	31,747
Advertising and marketing			
Specialist advertising and marketing creative occupations ²	9,088	32,784	41,872
Other occupations in the advertising and marketing industry only ³	17,909	n.a.	17,909
<i>Total advertising and marketing</i>	<i>26,997</i>	<i>32,784</i>	59,781
Writing, publishing and print media			
Specialist writing, publishing and print media creative occupations ²	19,224	26,745	45,969
Other occupations in the writing, publishing and print media industry only ³	28,608	n.a.	28,608

	In any creative industry ¹	In other industries	Total
<i>Total writing, publishing and print media</i>	47,832	26,745	74,577
Architecture, design and visual arts			
Specialist architecture, design and visual arts creative occupations ²	49,508	42,892	92,400
Other occupations in the architecture, design and visual arts industry ³	25,597	n.a.	25,597
<i>Total architecture, design and visual arts</i>	<i>75,105</i>	<i>42,892</i>	117,997
Total creative workforce			
Creative occupations ²	141,849	171,539	313,388
Other occupations ³	173,327	n.a.	173,327
Total	315,176	171,539	486,715

Source: Analysis by Centre of Excellence for Creative Industries and Innovation (CCI) using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Where comparison is made to 2001 employment levels, data is from the ABS 2001 Census of Population and Housing.

1. Includes all creative workforce segments used for classifying occupations. See Creative workforce segment definitions.

2. Specialist creative occupations are a selection of occupations that produce creative goods or services. They may be participants at any stage of the production process but it is the involvement of such people primarily in creative functions (rather than, for example, retail sales) that distinguishes them.

3. Other occupations are defined as those working in support roles for creative industries, such as management or sales.

Number of people employed in the creative workforce, by state, 2006

Next update to be advised

Around two-thirds of all people employed in the creative workforce in 2006 were located in NSW and Victoria. The largest industry segment was software and interactive content, with 68 per cent of its workforce employed in these two states. This pattern is replicated across the remaining segments, with NSW and Victoria combined accounting for 62–70 per cent of each segment's workforce. In all segments, NSW accounted for the largest number of people employed and Northern Territory the smallest.

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT	Australia
Number									
Film, TV and radio	14,917	7,637	4,973	1,818	1,981	590	367	743	33,026
Software and interactive content	67,300	48,418	21,961	9,222	12,231	1,569	636	8,325	169,662
Music and performing arts	11,817	8,322	5,651	2,100	2,511	493	289	564	31,747
Advertising and marketing	24,850	17,286	8,980	3,122	3,884	630	247	782	59,781
Writing, publishing and print media	27,324	18,846	11,395	5,038	7,031	1,695	594	2,654	74,577
Architecture, design and visual arts	40,075	33,147	20,983	7,202	10,732	2,147	833	2,878	117,997
Total	186,283	133,656	73,943	28,502	38,370	7,124	2,966	15,946	486,790
Proportion									
Film, TV and radio	45%	23%	15%	6%	6%	2%	1%	2%	100%
Software and interactive content	40%	29%	13%	5%	7%	1%	0%	5%	100%
Music and performing arts	37%	26%	18%	7%	8%	2%	1%	2%	100%
Advertising and marketing	42%	29%	15%	5%	6%	1%	0%	1%	100%
Writing, publishing and print media	37%	25%	15%	7%	9%	2%	1%	4%	100%
Architecture, design and visual arts	34%	28%	18%	6%	9%	2%	1%	2%	100%
Total	38%	27%	15%	6%	8%	1%	1%	3%	100%

Source: Analysis by Centre of Excellence for Creative Industries and Innovation (CCI) using unpublished data from the Australian Bureau of Statistics (ABS), Census of Population and Housing, 2006.

Notes:

Includes all creative workforce segments used for classifying occupations. See Creative workforce segment definitions.

Focus: Building a career as a feature filmmaker

Focus: Building a career as a feature filmmaker

An analysis of feature film credits between 1970 and the end of the 1990s revealed that not many of the producers, writers and directors who made a first feature film in Australia were able to follow up that experience with further feature film production opportunities. (See tables below.)

This illustrates the competitive nature of a film career: the vast majority of filmmakers who get to make a feature film cannot expect to make another one. But of those produc-

ers and directors who do make a second feature, most can expect to make a third – eventually.

The significance of the variation between the 30-year and 10-year pattern is not clear. It could simply be due to the shorter period: people have had less time in which to make multiple features. This would especially affect numbers in the last two or three years of the survey and could be expected to show up most clearly in the category of filmmakers who have made three or more feature films, which is the case.

Next update to be advised

Percentage of Australian producers, directors and writers making one feature film only, two or more, or three or more, 1970s–1990s compared with the 1990s

	Total no.	Made one film only	Two or more	Three or more
Percentage of producers				
30 years	382	67.3%	32.7%	19.6%
10 years	222	73.0%	27.0%	13.1%
Percentage of directors				
30 years	267	65.9%	34.1%	20.2%
10 years	154	79.9%	20.1%	7.1%
Percentage of writers				
30 years	469	74.6%	25.4%	10.7%
10 years	231	82.7%	17.3%	3.5%

Source: Australian Film Commission.

Percentage of Australian feature films which were the first, second, third, fourth or more feature film for the filmmakers involved, 1970s to 1990s

This table comes at the issue in a different way, looking at the proportion of Australian films over the past three decades made by writers, directors and producers with various levels of experience. The emphasis on first-timers is clear across all roles.

Filmmaker's	Percentage of films			
	... 1st feature	... 2nd feature	... 3rd feature	... 4th or more
Writers				
70s	73.3%	16.1%	5.0%	5.6%
80s	61.3%	17.2%	7.5%	13.4%
90s	67.1%	16.5%	7.8%	8.7%
Over 30 years	65.9%	16.7%	7.0%	10.4%
Directors				
70s	59.1%	20.5%	11.8%	8.7%
80s	46.7%	18.6%	11.0%	23.3%
90s	57.3%	15.9%	9.8%	15.9%
Over 30 years	53.3%	18.2%	10.8%	17.8
Producers				
70s	62.3%	18.8%	9.1%	9.7%
80s	50.2%	20.3%	11.9%	17.6%
90s	52.3%	13.8%	10.0%	23.8%
Over 30 years	53.6%	17.6%	10.6%	18.2%

Source: Australian Film Commission.