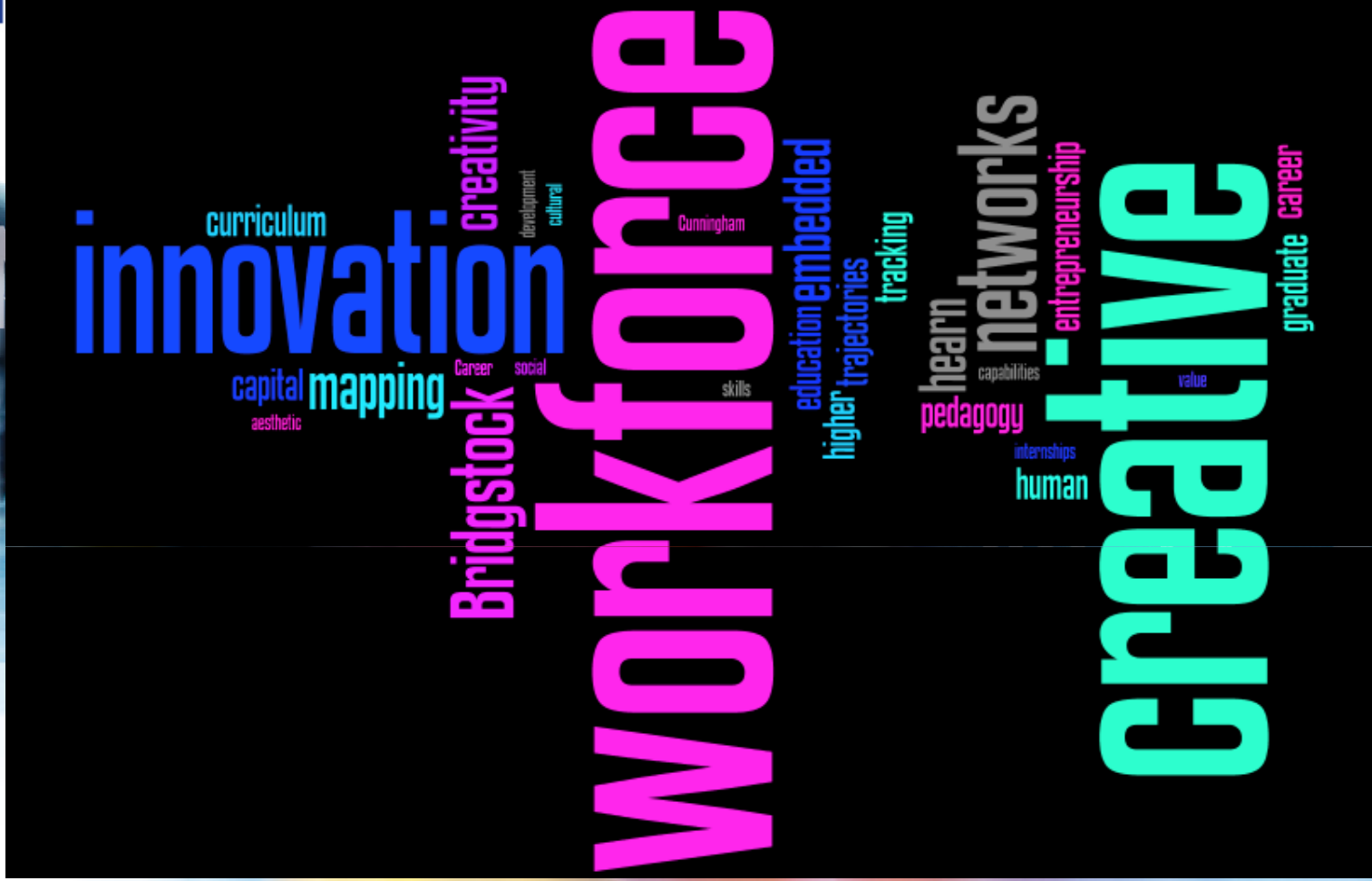


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Employment Figures (2011)

		<i>INDUSTRIES / SECTORS</i>		
		cultural production	creative services	other industries
OCCUPATIONS	cultural production	51,906	4,873	31,593
	creative services	9,895	82,310	129,479
	support occupations	67,189	153,699	rest of economy 9,526,201

		Total Employment	% of Total Employment
Cultural Production	film, tv & radio; publishing; music, performing & visual arts	160,583	1.6%
Creative Services	architecture & design; advertising & marketing; digital content & software	370,361	3.7%
TOTAL CREATIVE ECONOMY		530,944	5.3%

**TABLE 2: Creative Economy Employment Growth Rates
based on Australian census data (2006 – 2011)**

5yr Average Annual Growth Rate (2006 -2011)

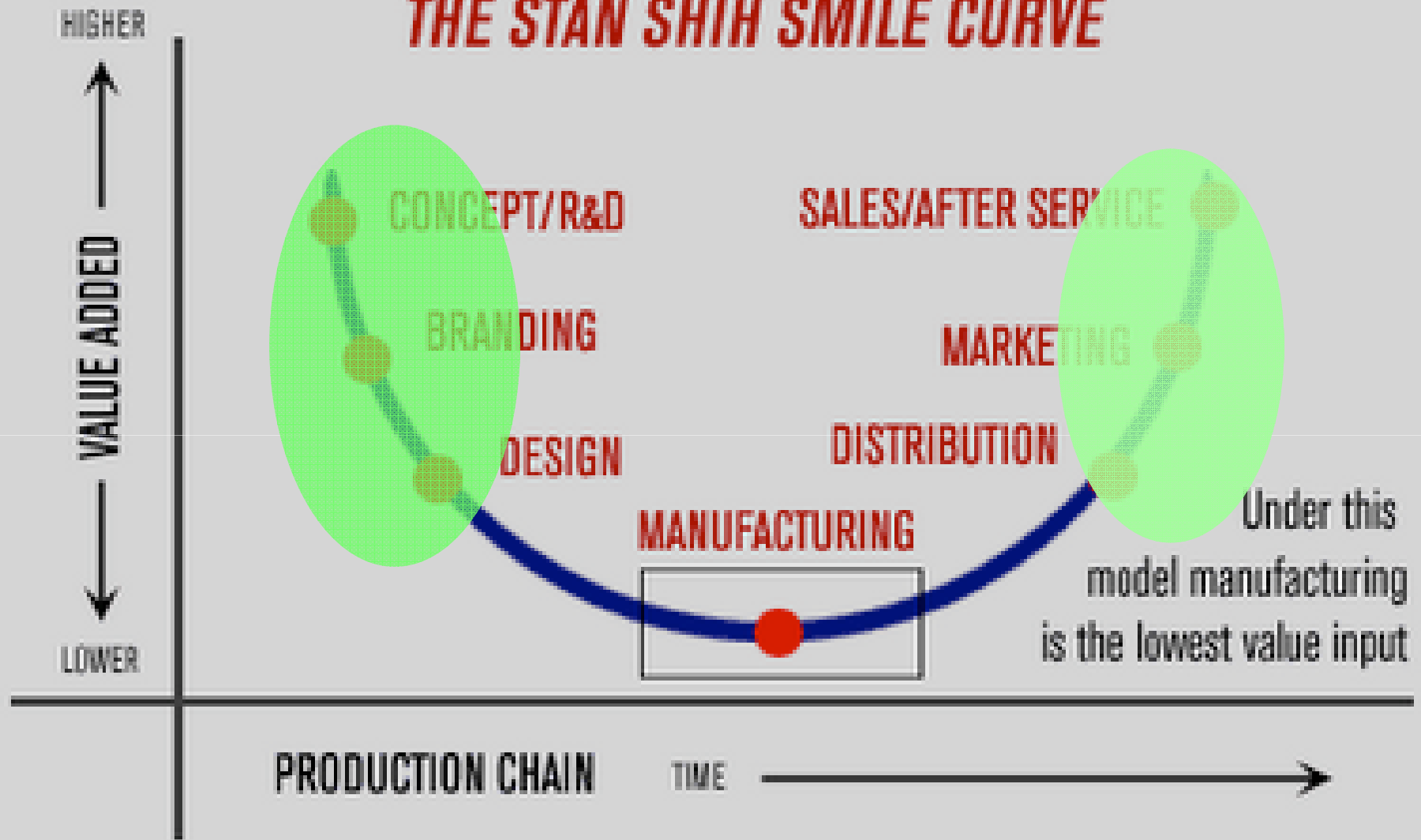
		INDUSTRIES / SECTORS		
		cultural production	creative services	other industries
OCCUPATIONS	cultural production	2.6%	3.5%	-0.8%
	creative services	1.7%	4.8%	2.5%
	support occupations	-0.2%	4.3%	rest of economy 2.0%

Creative Work Growth Scenarios

	SPECIALIST FIRMS	EMBEDDED IN OTHER SECTORS
CULTURAL PRODUCTION	THE HEALTHY HEARTLAND	SURPRISE SURPRISE
CREATIVE SERVICES	DIGITAL BOOMTOWN	LARGE AND GROWING OPPORTUNITY BROKERS

WHY EMBEDDED?

THE STAN SHIH SMILE CURVE



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Creative Economy for Whom?

- *it is likely to be in the interest of managers (acting on behalf of the firm's owners) to reduce the proportion of embedded capital in the capital structure by converting **embedded** capital to separable capital. This conversion process can be achieved by codifying tacit knowledge, systematizing value creation processes to effectively 'de-skill' them, or rotating staff to reduce the firm's dependence on specific relationships formed with clients by individuals or teams. Alternatively, where employees are able to 'convert' embedded capital into **embodied** capital..., their bargaining power increases, and their ability to capture the rents generated is consequently enhanced. They might achieve this by increasing their clients' attachment to themselves as individuals, rather than to them as representatives of the firm, or they might ensure that, over time the knowledge they have gained through their experiences remains in their heads. Bowman and Swart (2007, p.500)*

IMPLICATIONS FOR CURRICULUM AND LEARNING

	SPECIALIST FIRMS	EMBEDDED IN OTHER SECTORS
CULTURAL PRODUCTION		
CREATIVE SERVICES		