

CITY OF WYNDHAM CREATIVE SECTOR





SECTOR DEFINITION

The Sector that data has been compiled for in this report has been built from a combination of industries classified in the report Cultural and Creative Activity in Australia, 2008–09 to 2022–23 (Methodology Refresh) by the Australian Government according to the Australian and New Zealand Standard Industrial Classification (ANZSIC). It incorporates the following industries:

- Printing Support Services
- Newspaper, Periodical, Book and Directory Publishing, nfd
- Newspaper Publishing
- Magazine and Other Periodical Publishing
- Book Publishing
- Other Publishing (except Software, Music and Internet)
- Software Publishing
- Motion Picture and Sound Recording Activities, nfd
- Motion Picture and Video Activities, nfd
- Motion Picture and Video Production
- Motion Picture and Video Distribution
- Motion Picture Exhibition
- Post-production Services and Other Motion Picture and Video Activities
- Sound Recording and Music Publishing, nfd
- Music Publishing
- Music and Other Sound Recording Activities
- Radio Broadcasting
- Television Broadcasting, nfd
- Free-to-Air Television Broadcasting
- Cable and Other Subscription Broadcasting
- Internet Publishing and Broadcasting
- Libraries and Archives
- Other Information Services
- Architectural Services
- Other Specialised Design Services
- Advertising Services
- Professional Photographic Services
- Arts Education
- Museum Operation
- Creative and Performing Arts Activities, nfd
- Performing Arts Operation
- Creative Artists, Musicians, Writers and Performers
- Performing Arts Venue Operation
- Photographic Film Processing

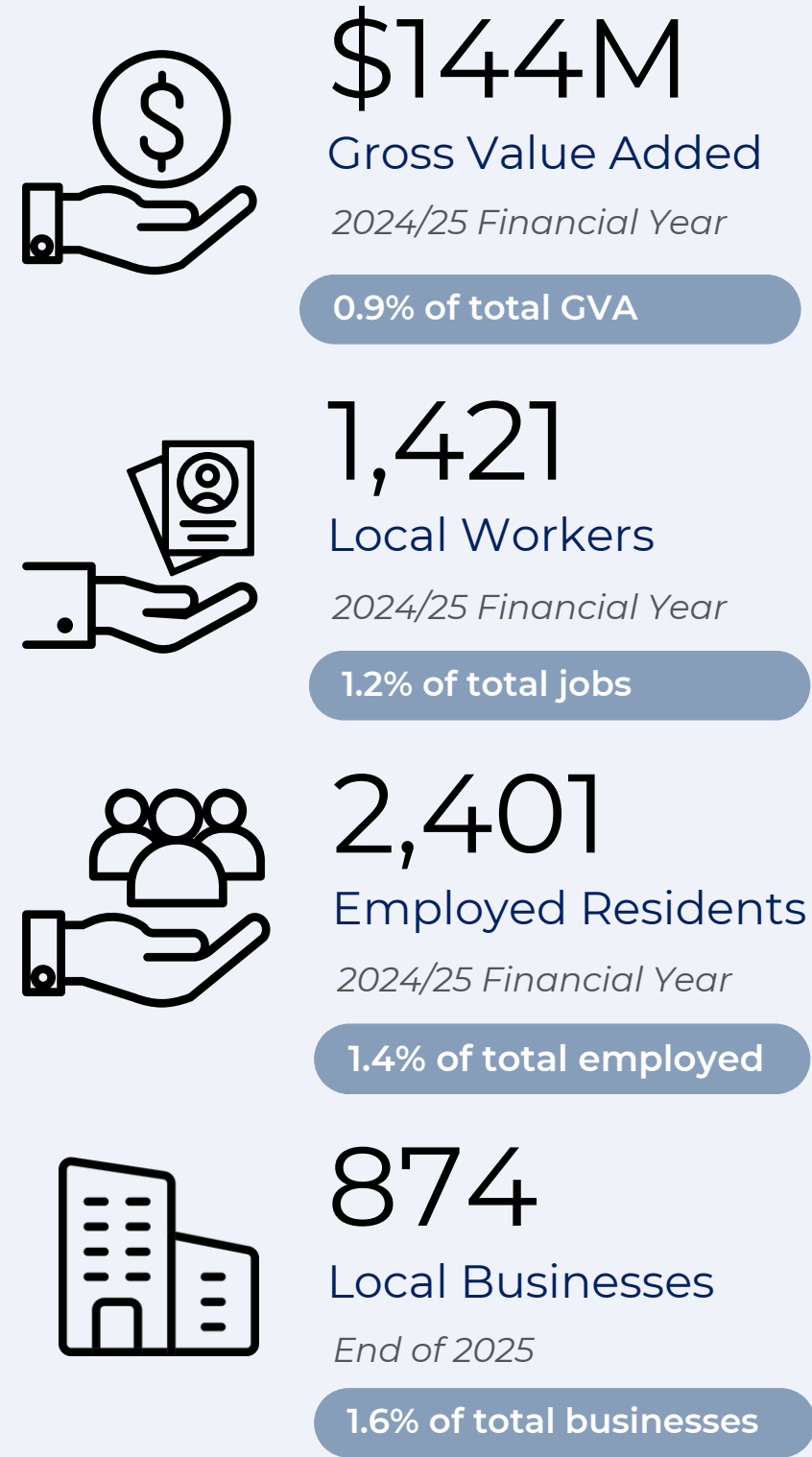
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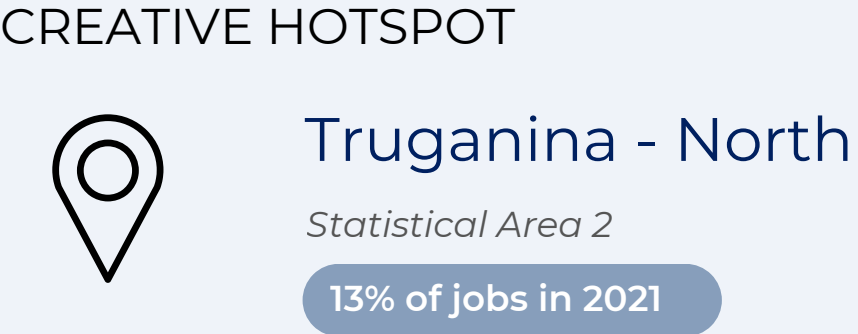
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WYNDHAM - CREATIVE SECTOR

ECONOMIC OVERVIEW

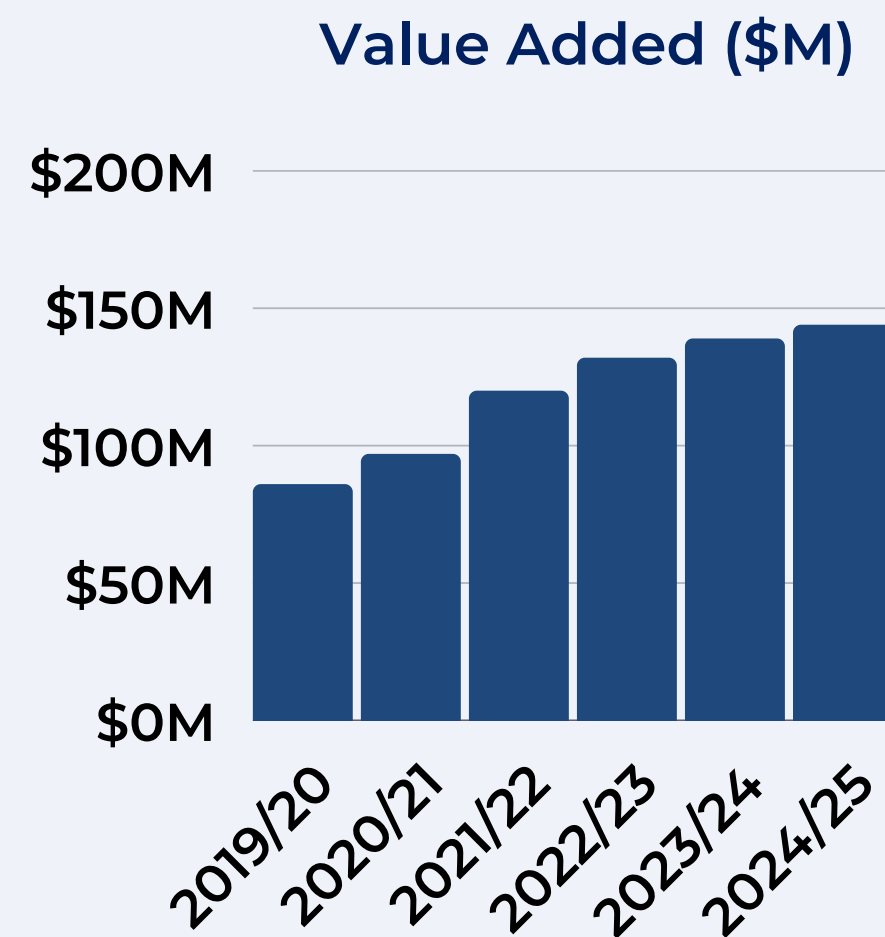


The total creative sector workforce represents 1.2% of Wyndham's workforce



This report relies on data sourced from NIEIR (2026), the ABS Census of Population and Housing (2021), and the Australian Business Register (ABR). The sector definition is based on industries and occupations used in the ABS Cultural and Creative Activity Satellite Accounts and Australian Government, Cultural and Creative Activity in Australia, 2008-09 to 2022-23 (Methodology Refresh)

GROWTH TRENDS



LAST YEAR

3.3%

Greater
Melbourne:
4.3%

5 YEAR
AVERAGE

10.8%

Greater
Melbourne:
5.9%



LAST YEAR

5.8%

Greater
Melbourne:
4.4%

5 YEAR
AVERAGE

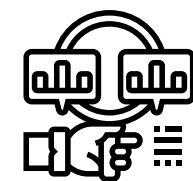
6.7%

Greater
Melbourne:
1.8%

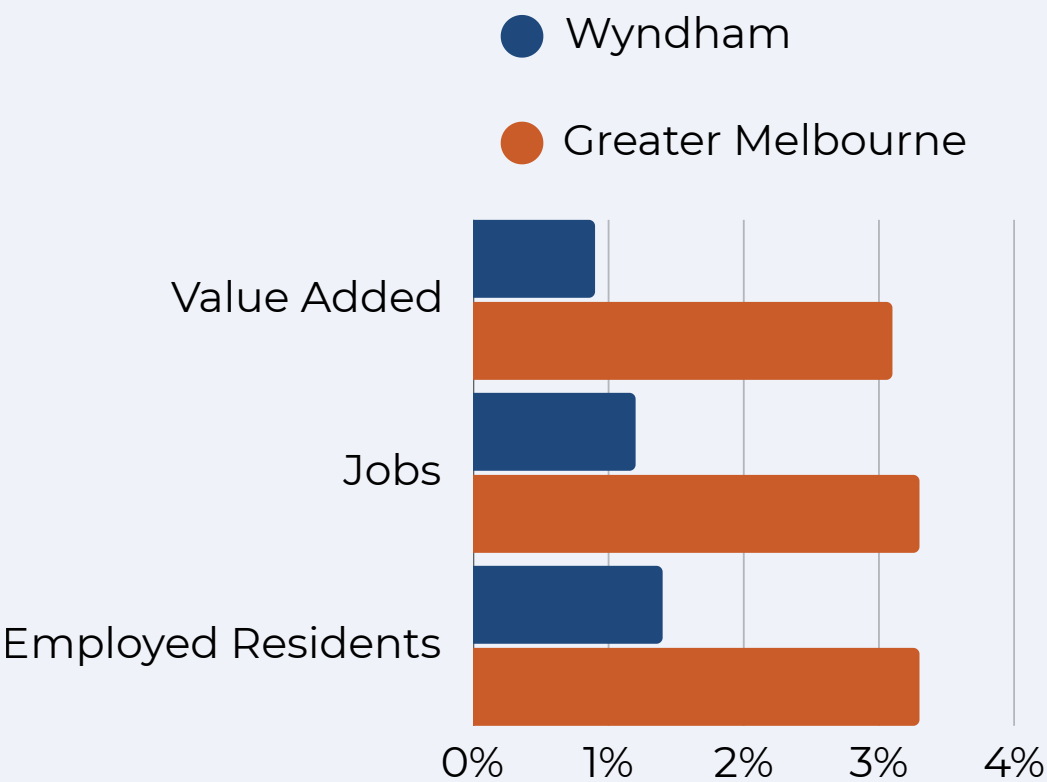
Sources: NIEIR, 2026; ABS Census 2021

Over the five years to 2024/25, the City of Wyndham's Creative Sector is estimated to have averaged 6.7% p.a. change in workers and 10.8% p.a. change in value added. This contrasts with lower growth at the metro level.

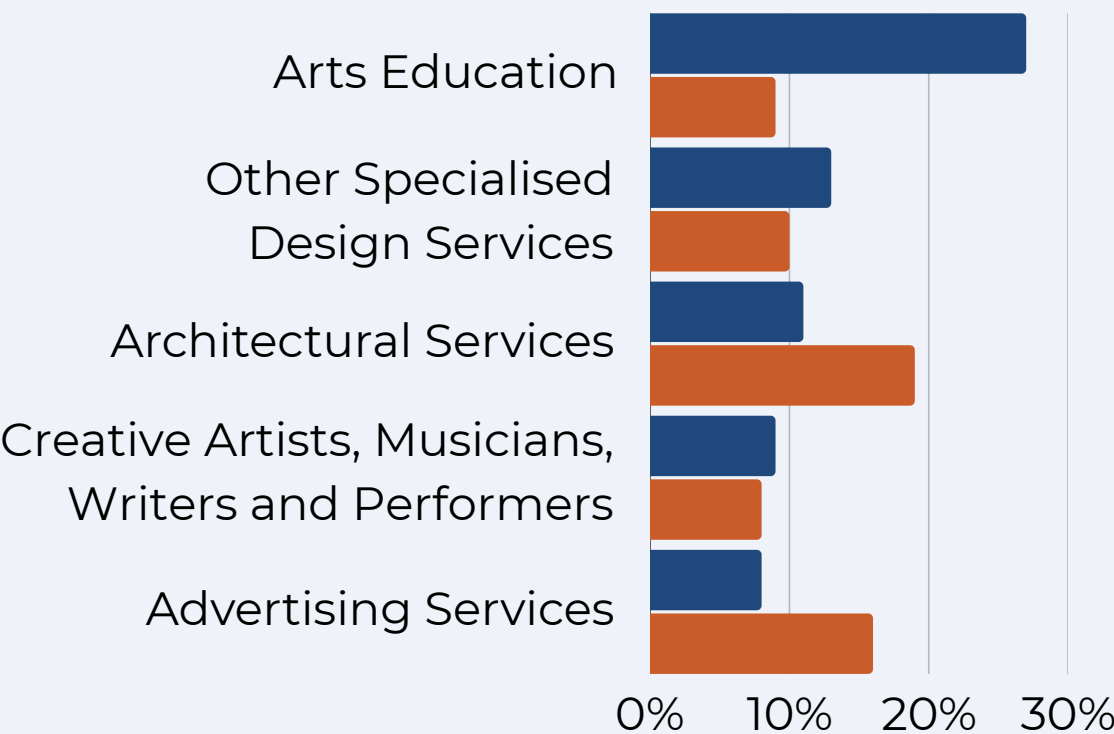
BENCHMARK ANALYSIS



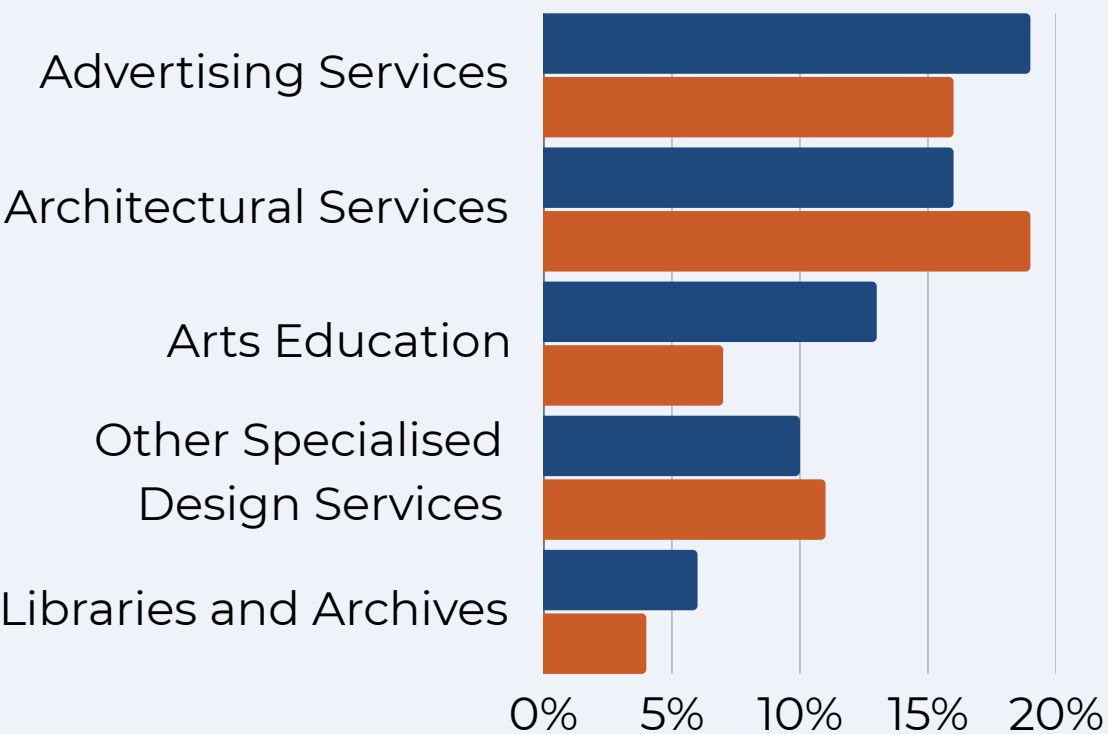
Share of Total - 2024/25



Top Creative Industries by Local Workers



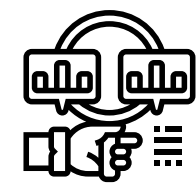
Top Creative Industries by Employed Residents



Sources: NIEIR, 2023

In 2024/25, the Creative Sector in the City of Wyndham represented 1.2% of all workers in the LGA and generated only 0.9% of total Gross Value Added, both below the Greater Melbourne average. Its share of employed residents (1.4%) was slightly higher, but also well below the Greater Melbourne average (3.3%).

BENCHMARK ANALYSIS



Newspaper Publishing was the largest specialisation with a share of Creative Sector employment 3.3 times the Greater Melbourne average.

Printers were the largest specialised occupation in the Creative Sector with a share of employment 12.3 times the Greater Melbourne average.

Over-represented Industries

INDUSTRY	LQ
Newspaper Publishing	3.3
Arts Education	2.8
Printing Support Services	2.0
Professional Photographic Services	2.0
Libraries and Archives	1.6
Other Specialised Design Services	1.3

Over-represented Occupations

OCCUPATION	LQ
Printers	12.3
Signwriters	4.1
Private Tutors and Teachers	2.8
Librarians	2.7
General Clerks	2.6
Photographers	2.3

LQ (Location Quotient) refers to how many times more the share of employment in that industry or occupation is locally compared to the benchmark average. Industries and occupations with <2% share of employment are excluded.



WORKFORCE
PROFILE



37 years

Median Age

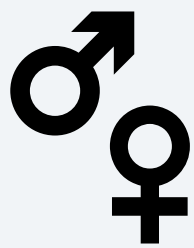
(Greater Melbourne - 38)



42%

Degree Educated

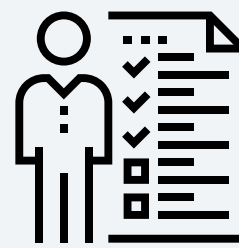
(Greater Melbourne - 62%)



49% / 51%

Male / Female

(Greater Melbourne - 49% / 51%)



63%

Managers/Professionals

(Greater Melbourne - 75%)



44%

Born Overseas

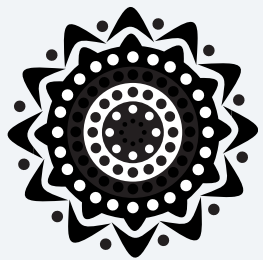
(Greater Melbourne - 31%)



51%

Full Time

(Greater Melbourne - 65%)



1.1%

Identified as ATSI

(Greater Melbourne - 0.5%)

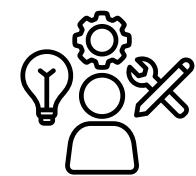


\$44,575

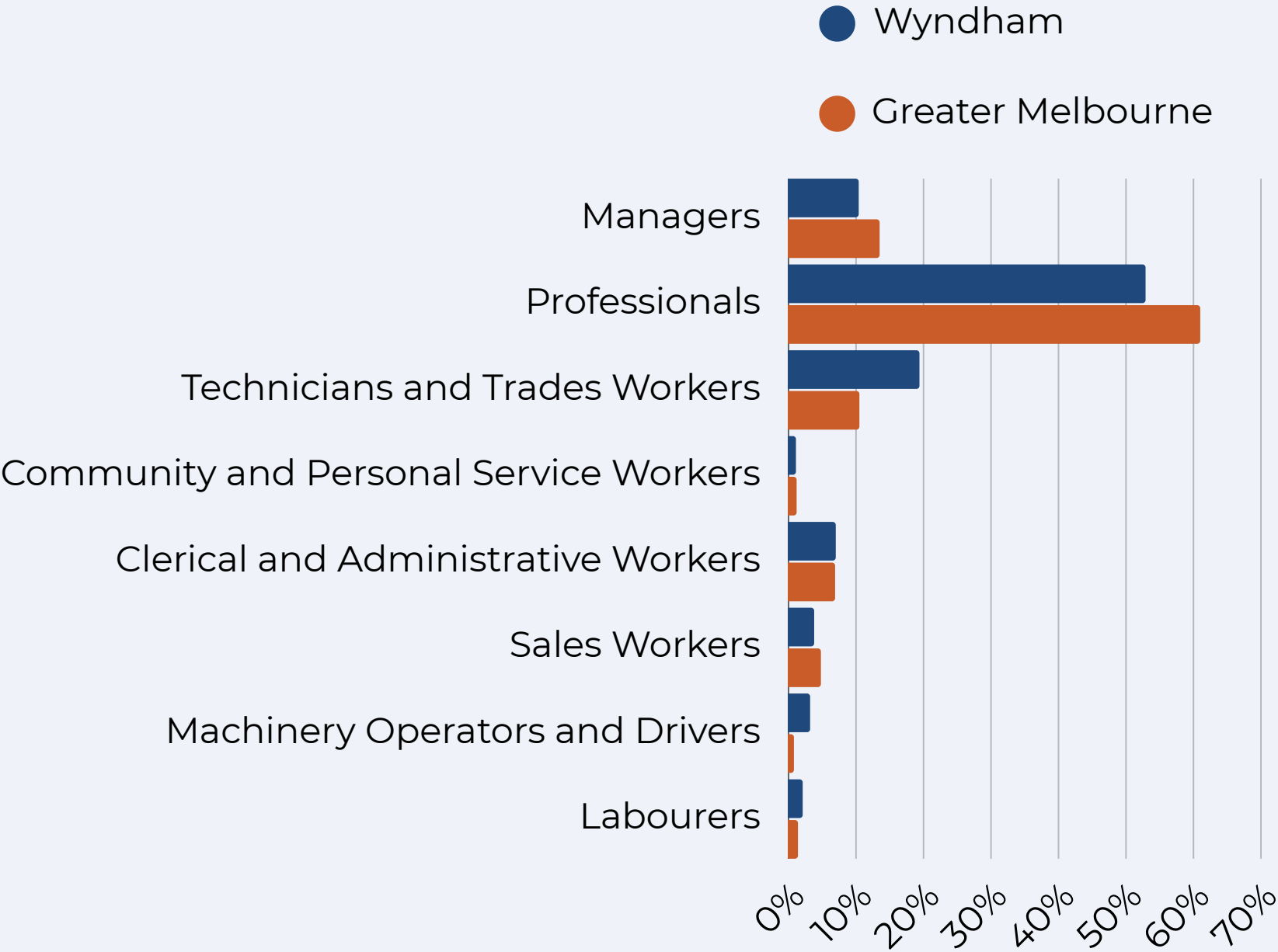
Median Income

(Greater Melbourne - \$78,976)

SKILL PROFILE



Occupations Breakdown



In Wyndham, 53% of Creative Sector workers were Professionals compared to 61% in Greater Melbourne.

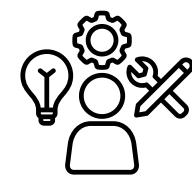
The top employing occupation in the Sector was Private Tutors and Teachers.

Top Occupations

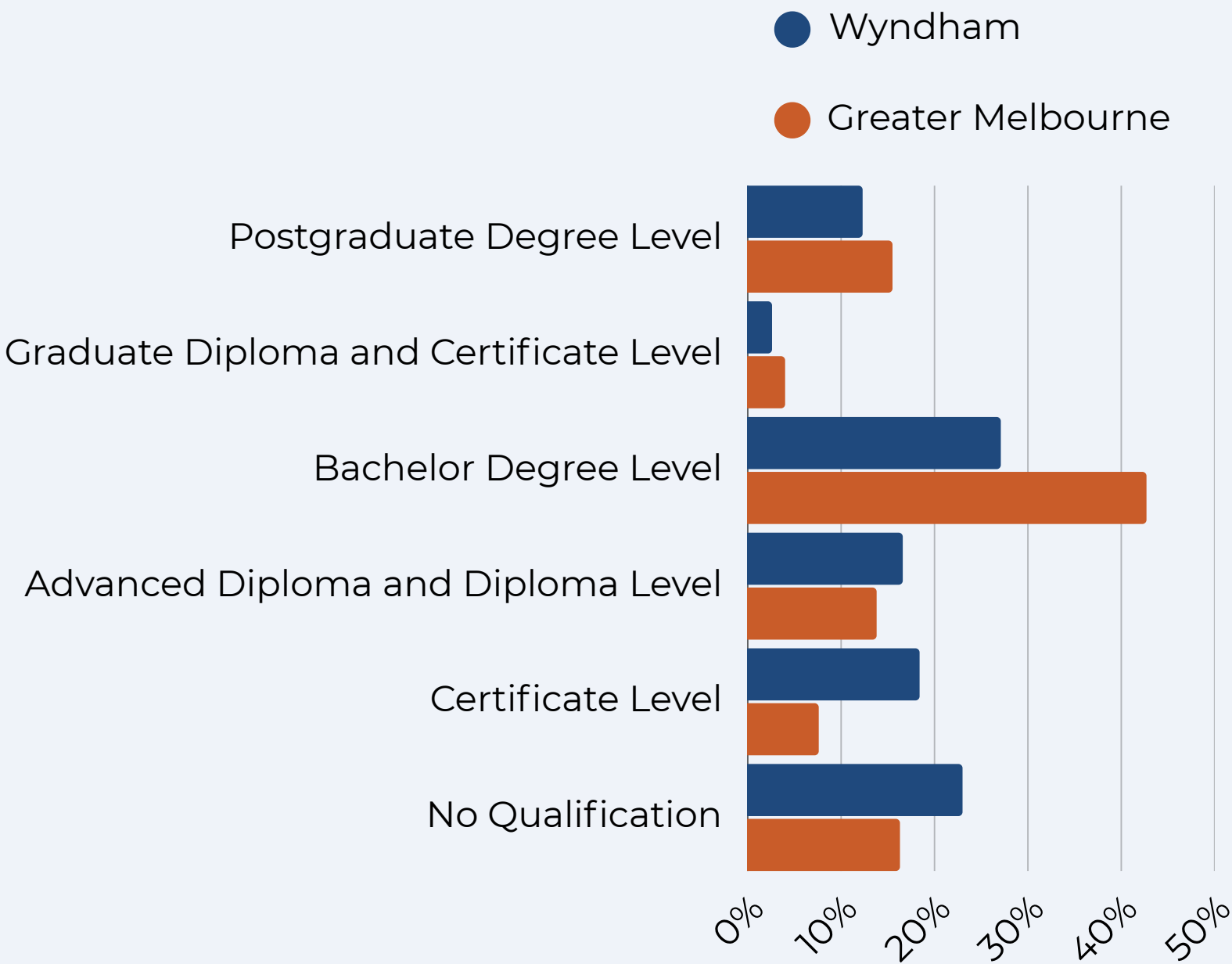
- 1 Private Tutors and Teachers
- 2 Graphic and Web Designers, and Illustrators
- 3 Photographers
- 4 Architectural, Building and Surveying Technicians
- 5 Advertising and Marketing Professionals

Sources: ABS Census, 2021

SKILL PROFILE



Qualifications Breakdown



In Wyndham, 27% of Creative Sector workers had Bachelor Degree Level qualifications compared to 43% in Greater Melbourne.

The top field of study in the Sector was Architecture.

Top Study Fields

- 1 Architecture
- 2 Graphic Arts and Design Studies
- 3 Business and Management, nfd
- 4 Music
- 5 Engineering and Related Technologies, nfd

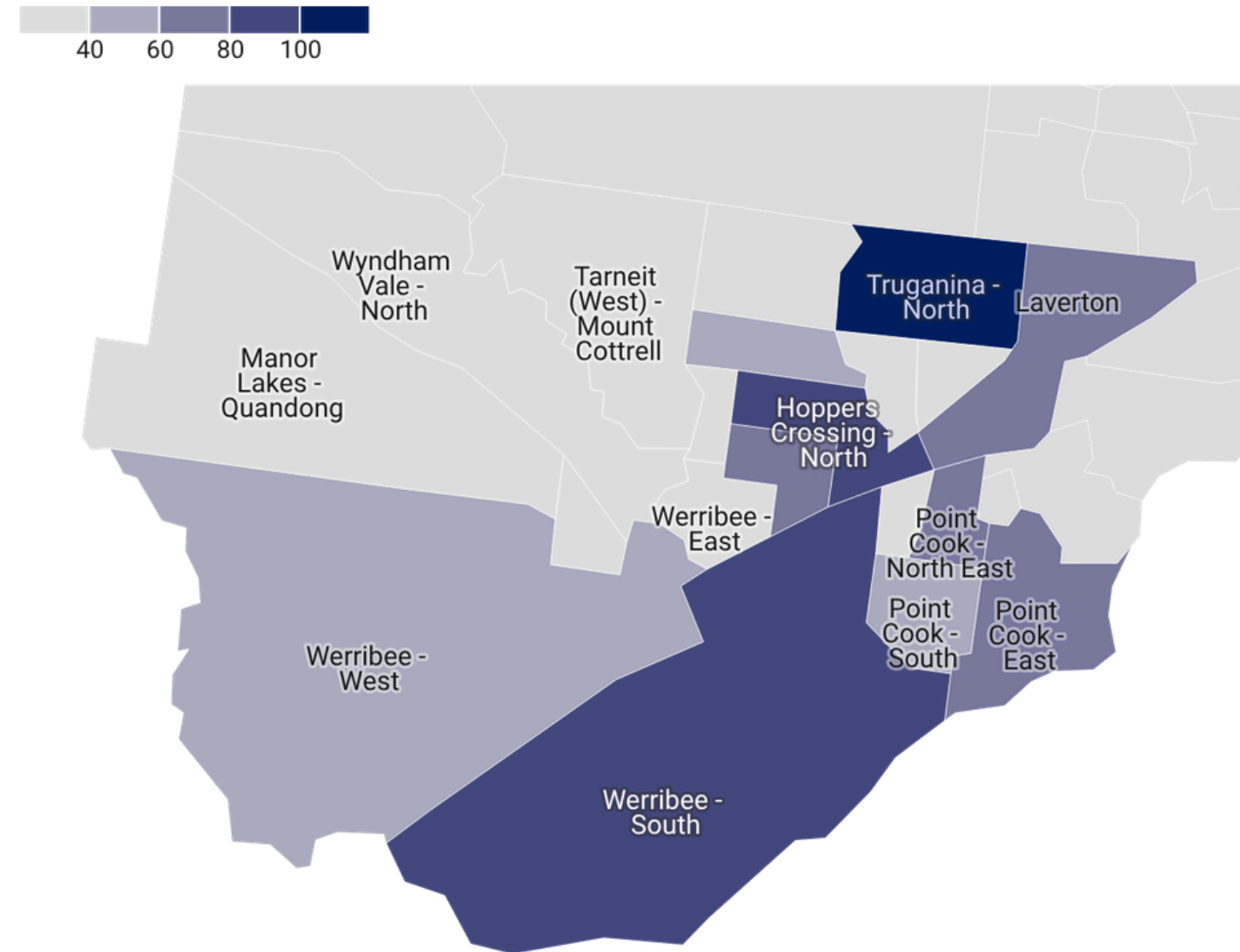
SPATIAL PROFILE



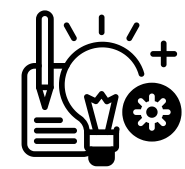
In the 2021 Census, the SA2 of Truganina - North had the largest number of Creative Sector workers who stated their place of work as being in the City of Wyndham (111 stated workers; 13% of LGA total).

The next largest were Hoppings Crossing - North (91; 11%) and Werribee - South (91; 11%).

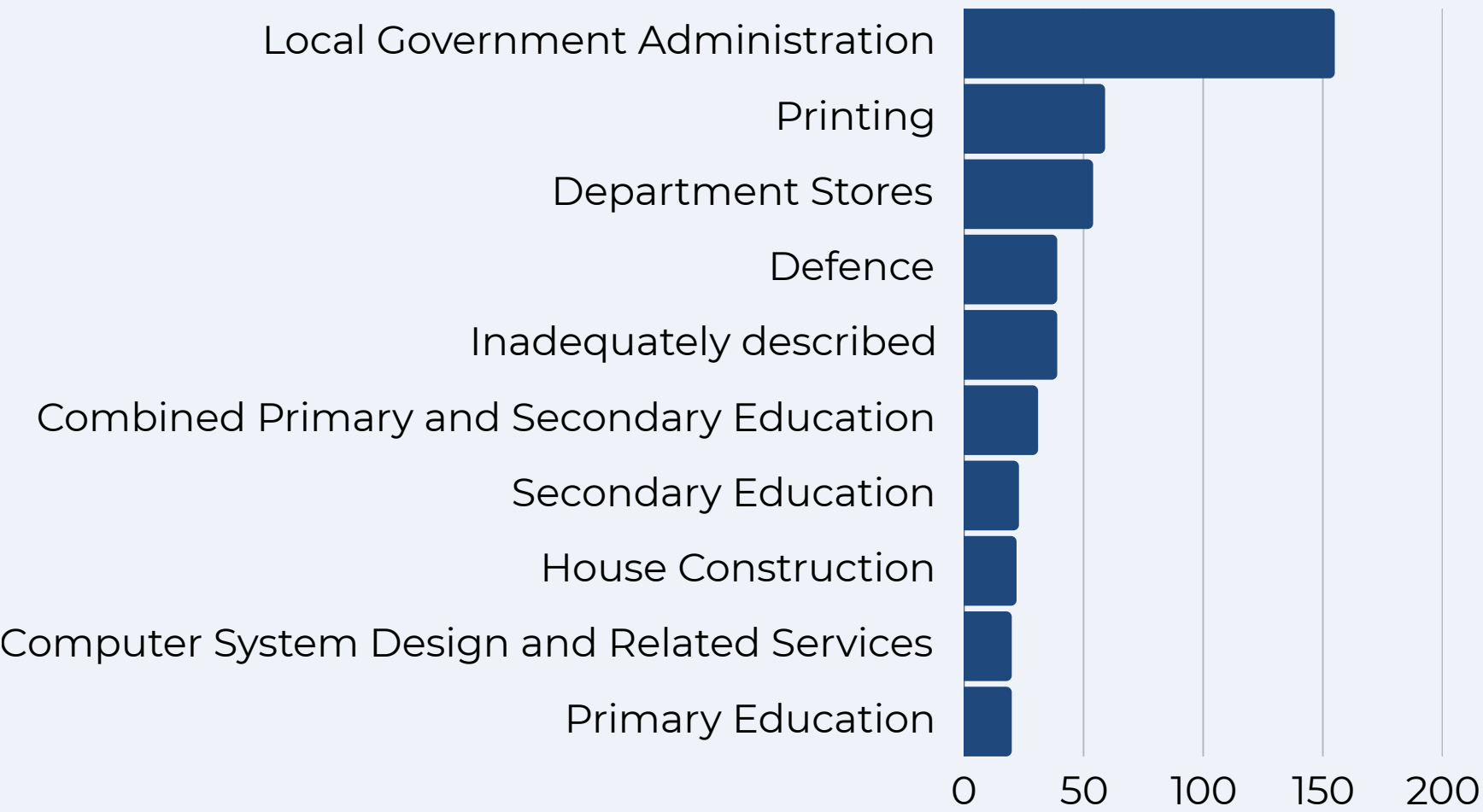
Sources: ABS Census, 2021



EMBEDDED CREATIVES



Top Industries of Employment of Embedded Creatives



In 2021, there were approximately 1,241 people stated as working in ‘creative’ occupations in the City of Wyndham. However, 747 stated they were not working in the Creative Sector, but embedded in other industries performing creative aligned roles.

Local Government, Printing, and Department Stores were the largest employing industries of embedded creatives.

The top embedded creative occupations were Urban and Regional Planners, Graphic Designers, Library Technicians, and Library Assistants.

Sources: ABS Census, 2021; Australian Government, Measuring Australia's Cultural and Creative Workforce, 2008–09 to 2023–24—Interim report; Definition used on the refreshed ANZSCO categories in that report.

For more economic data on
the City of Wyndham, visit
economy.id