



# CAREERS SNAPSHOT

ART, DESIGN, DIGITAL MEDIA  
AND MUSIC

Which occupations in this industry are likely to have the **largest employment growth** over the next three years?

Which **TAFE NSW courses** are popular for people looking to get into these job roles and how much can you **earn**?

NUMBER	CAREER	JOB ADS	AVERAGE SALARY AND COURSES	
1	 <b>GRAPHIC DESIGNER</b>	<b>1,505</b> Job ads posted in last 3 months (NSW)	<b>\$59,960</b> AVERAGE SALARY CIII in Design Fundamentals (CUA30715) CIV in Design (CUA40715) Diploma of Graphic Design (CUA50715) Advanced Diploma of Graphic Design (CUA60315) Bachelor of 3D Art and Animation (HE20520)	COURSES
2	 <b>INTERIOR DESIGNER</b>	<b>130</b> Job ads posted in last 3 months (NSW)	<b>\$53,130</b> AVERAGE SALARY Diploma of Interior Design and Decoration (MSF50213) Advanced Diploma of Interior Design (MSF60113) Bachelor of Design (Interior Design) (HE20501)	COURSES
3	 <b>WEB DESIGNER</b>	<b>465</b> Job ads posted in last 3 months (NSW)	<b>\$59,960</b> AVERAGE SALARY CIV in Web-Based Technologies (ICT40315) CIV in Screen and Media (CUA41215) Diploma of Website Development (ICT50615)	COURSES
4	 <b>PHOTOGRAPHER</b>	<b>80</b> Job ads posted in last 3 months (NSW)	<b>\$54,790*</b> AVERAGE SALARY CIV in in Photography and Photo Imaging (CUA41115) Diploma of Photography and Photo Imaging (CUA50915) Statement of Attainment in Introduction to Drone Photography	COURSES
5	 <b>FILM AND VIDEO EDITOR</b>	<b>15</b> Job ads posted in last 3 months (NSW)	<b>\$54,870*</b> AVERAGE SALARY CIII in Screen and Media (CUA31015) CIV in Screen and Media (CUA41215) Diploma of Screen and Media (CUA51015)	COURSES

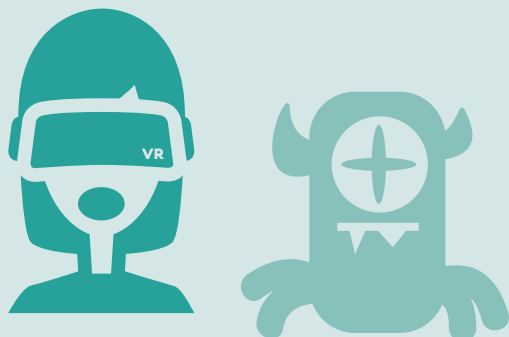
6. VISUAL MERCHANDISER  
7. MUSICIAN (INSTRUMENTAL)

8. FLORIST  
9. ARTS ADMINISTRATOR OR MANAGER

10. MULTIMEDIA DESIGNER

\*Average salaries for photographer and film and video editor have been sourced from PayScale and are current as at 17 December 2018

## VIDEO GAME DEVELOPERS



### Examples of TAFE NSW courses aligned to video game developers:

- CIV in Digital and Interactive Games (ICT40915)
- Diploma of Digital and Interactive Games (ICT50215)
- Bachelor of 3D Art and Animation (HE20520)

New gaming platforms and technologies such as virtual reality are renewing growth in the **DIGITAL GAMES INDUSTRY**.

In the last 12 months, game development has been listed as a requested skill in over 200 online job postings in Australia.

The income generated by Australian game development studios in the year to July 2017 totalled around \$118.5 million.

- In 2016, nearly 70% of Australians played video games for entertainment.
- There are over 220 companies in Australia actively creating games.

## MUSIC PROFESSIONALS



### Examples of TAFE NSW courses aligned to music professional:

- CIV in Music Industry (CUA40915)
- Diploma of Music Industry (CUA50815)
- Advanced Diploma of Music Industry (CUA60515)
- Statement of Attainment in Music Creation
- Statement of Attainment in Recording Studio Fundamentals

Driven by the growth of online streaming services, the **AUSTRALIAN RECORDED MUSIC INDUSTRY** experienced a 10.5% increase in value in 2017, the largest annual growth in 20 years.

In the last 12 months there have been over 750 online job advertisements for music professionals in Australia, with over 350 of these being for singers, and around 330 for musicians.

## CREATIVE HEALTH



Art is increasingly being integrated into the **HEALTH INDUSTRY**, with the health benefits of participation in creative arts becoming widely recognised. This is creating opportunities for workers in the creative arts industry to extend their services into the health and community services sectors.

Collaboration between arts and health professionals can see benefits across a range of services including aged care, disability, and mental health.

## BASELINE SKILLS

### WHAT BASELINE SKILLS ARE EMPLOYERS LOOKING FOR MOST IN THIS INDUSTRY?








 1. CREATIVITY	 6. TIME MANAGEMENT
 2. COMMUNICATION SKILLS	 7. RESEARCH
 3. DETAIL-ORIENTED	 8. MEETING DEADLINES
 4. ORGANISATIONAL SKILLS	 9. PLANNING
 5. EDITING	 10. WRITING



**ADOBE PHOTOSHOP, ADOBE INDESIGN AND ADOBE ACROBAT** are the three most in demand software skills in this industry area\*.

\*Based on online job postings in Australia over the 12 months to December 2018.

## WHAT SKILLS ARE EMPLOYERS DEMANDING MOST FOR THESE WORKERS?

MUSIC PROFESSIONALS 	MEDIA PROFESSIONALS 	FASHION, INDUSTRIAL AND JEWELLERY DESIGNERS 	INTERIOR DESIGNERS 	PHOTOGRAPHERS 	PERFORMING ARTS TECHNICIANS 	VISUAL MERCHANDISERS 
Singing	Teamwork / Collaboration	Teamwork / Collaboration	Revit	Teamwork / Collaboration	Videography	Sales
Guitar	Journalism	Product Design	AutoCAD	Social Media	Camera Operation	Planogram Execution
Teamwork / Collaboration	Technical Writing / Editing	Adobe Photoshop	Adobe Photoshop	Videography	Teamwork / Collaboration	Teamwork / Collaboration
Piano	Social Media	Prototyping	Adobe InDesign	Adobe Photoshop	Cinematography	Hardware Experience
YouTube	Copy Writing	Visual Design	Teamwork / Collaboration	Music Photography	Music	Store Management

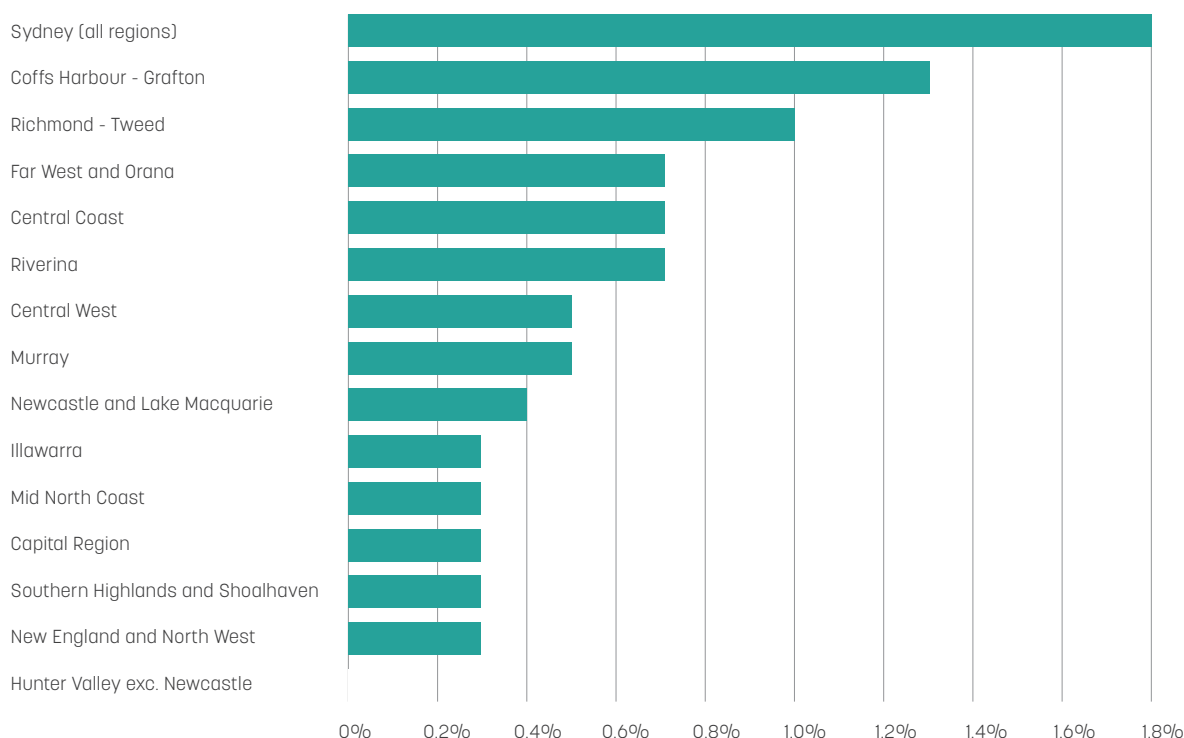
## SELECT EMPLOYERS IN THE INDUSTRY\*

*Australian Government*  
PEDESTRIAN GROUP Country Road Kodakit  
**STATE GOVERNMENT**  
NEWS CORP Brand Influence Group SBS  
**SOUTHERN CROSS AUSTEREO**  
Village Roadshow

\*These employers have been selected based on their job advertisement activity in Australia over a 12-month period to December 2018.

## DO JOB ADS IN THE ART, DESIGN, DIGITAL MEDIA AND MUSIC INDUSTRY ACCOUNT FOR MANY OF THE JOBS ADVERTISED IN MY REGION?

### Art, design, digital media and music industry jobs as % of all job postings in region



### VISUAL MERCHANDISERS



VISUAL MERCHANDISER was the most advertised occupation in this industry area across all regions\* apart from the Sydney, Murray and Mid North Coast regions, where Graphic Designer took out the top place. In the last 12 months in NSW, there have been over 500 online job postings for visual merchandisers.

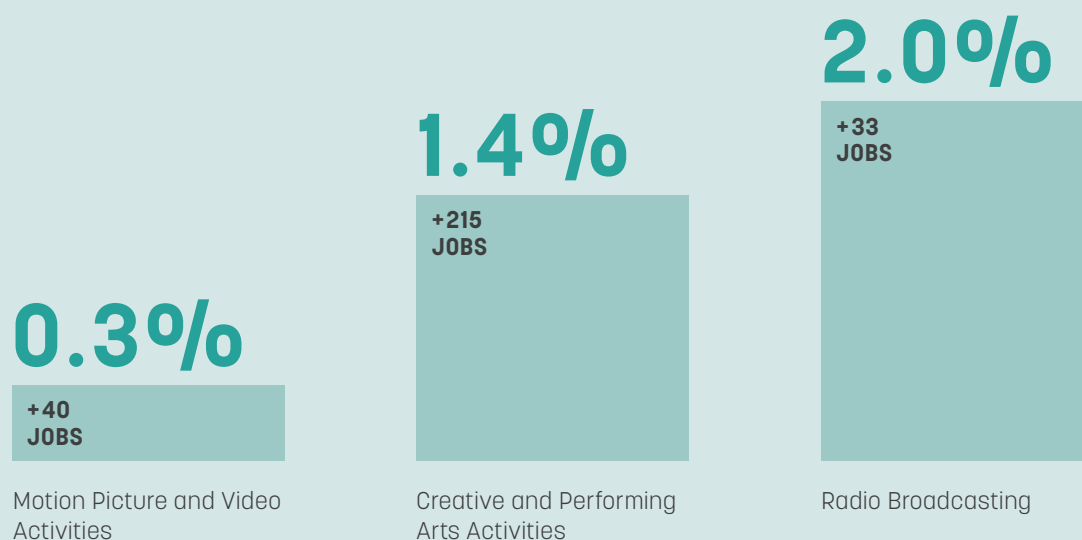
#### Example of TAFE NSW course aligned to visual merchandiser:

- Diploma of Visual Merchandising (SIR50217)

\*Excludes the Hunter Valley region which did not have any online job postings in this industry area during the period analysed.

Which sectors are likely to have the **fastest employment growth** in NSW over the next three years?

## Forecast Employment Change for Growth Sectors [2018-2021]



Note: The chart above ranks the sectors by the largest to smallest (left to right) employing sectors in 2018. Percentages reflect the forecast employment change between 2018 and 2021. The forecast number of additional jobs over this period has also been provided for each sector.

Sources: Industry employment forecast, job advertisement, top skills, and employer data have been provided by TAFE Strategy. Employment forecast data was sourced from Deloitte Access Economics in February 2017. All job advertisement data was sourced from the Burning Glass Technologies' Labor Insight™ Real-time Labor Market Information tool and is based on online job postings over the 12 months to December 2018 unless stated otherwise. Average salary data has been sourced from the Commonwealth Government's JobOutlook website unless stated otherwise. Information on the game development industry has been sourced from the Interactive Games & Entertainment Association (IGEA) and PWC's *Digital Games* report. Information on music industry growth has been sourced from the Australian Recording Industry Association's (ARIA's) *ARIA 2017 music industry figures show 10.5% growth* article. Information on creative health has been sourced from NSW Health's *Rationale and Evidence for Health and the Arts* report.