Index

Abuhamdeh, S. 55–6

adaptation
learning through 188
skill/experience of 219–20, 222
team survival 16, 189

advertising
as Creative Services segment 2, 36, 134
employment figures 37
employment growth rates 38–40
employment through Youthworx 201
finance sector 145, 151
in healthcare 98, 99, 100, 103, 107
link to innovation 62, 72
in manufacturing 14, 113, 114, 115–16, 125, 175
in media and communications 228–9, 235, 240
occupations by industry sector 4
in Perth 161, 165
project ecology 183, 187
in Semi-Digital grouping 15, 136, 138, 139
affordances 178, 180, 181–2, 185
agency 17, 212–13, 216–18, 219, 221, 222–3
agentive autonomy 215
agile/creative learning 176, 215
agility 211, 213, 216, 219–20, 222
air conditioning system fans 118–20
Alysen, B. 230, 231, 239
Andrews, G. 4, 34, 211
Android operating system 147, 152, 153
Angus, J. 95, 97
ANZ Bank 148, 150, 152
apps (applications)
in banking 15, 145–50
in-house development 151–2
hybrid 152–3
predictions for 155
predominantly outsourced 153–4
creating new opportunities 129
in healthcare 102, 103, 107
in manufacturing 121
architecture
as Creative Services segment 2, 36, 134, 229
employment figures 37
employment growth rates 38–40
in healthcare 98, 99, 100, 104–5, 107
in manufacturing 14, 113, 114, 115
occupations by industry sector 3–4
in Perth 161, 165
Arts Trident 34, 42
Arundel, A. 116, 125
Arvidsson, A. 28, 29
Australian digital creative employment 132–4
Australian Emergency Medicine Application (AusEM) 102–3
Australian Institute of Health and Welfare 95, 97
Australian Research Council Centre of Excellence for Creative Industries and Innovation 2, 25, 75, 79, 132, 159, 223

Bain, A. 168, 169
Baker, S. 7, 8, 29, 227
Bakhshi, H. 6, 30, 32, 34, 35, 36, 82, 88, 91, 135, 154, 160, 170–71, 211
banking case study
banking, smartphones and mobile internet 146–8
embedded creatives and Creative Services 148–54
introduction 15, 145–6
study conclusions 154–5
see also digital creative services; embedded digital creatives case study
Banks, M. 8, 28, 29, 30, 48, 58, 227
Baumol, W.J. 89–90
Beghetto, R.A. 179, 180
benign productivity revolution 82–3
Bennett, D. 158–9, 169
Born Digital creative occupations 15, 133, 135, 136–41
boundaryless career 213
Brabazon, T. 159–60
Brakes Inc. 72
bridging 13, 74–5
Bridgstock, R. 7, 9, 10, 112, 125, 170, 175, 176–7, 187, 195, 199, 207,
211, 213, 227, 229–30, 239–40
brokering 13, 69, 73, 74–5
Buckingham, D. 17, 194
Burns Owens Partnership 80
Bynner, J. 17, 194, 207

career identities 212–13
career trajectories 230–32, 235–6, 237
careers see creative careers
Caves, R.E. 37–8, 85
Centre for International Economics
111
Centre for International Economics
(CIE) 33, 35, 50, 132
Chacar, A. 175, 180, 182
Chesbrough, H.C. 74, 85
cities see London's creative workforce;
Perth creatives case study
Clown Doctors 106
clove doctors 105–6, 107
clustering 13, 83, 87, 88–9
Cokley, J. 231, 240

collaboration
challenges of 112
collaborative team 89
and interoperability 63
for mutual impact 216
in project ecologies 187
Commonwealth Bank of Australia
(CBA) 153–4
communications see journalism, media
and communications (JMC)
communities of practice 176–8, 182,
189
compensating differentials 12
and efficient labour markets
hypothesis 47–9
methods and results 50–58
study conclusions 58–9
complementary health therapists 106
constraints
closed versus open task 182–3, 186
and creative team learning processes
184–6
definition 180
dynamic 184
perspective of learning 178–9
task and outcome 181
contract labourers 7, 41, 51
courses
delivery of accredited 17, 211–23
journalism, media and communications 231–2, 239–40
relevance of 236, 238
university 230, 241
vocational and non-vocational 232,
234, 241
creative careers
developing agency in 211–23
in journalism, media and communications 226–41
overview 16–18
and precarity 41–3, 226–8
creative city 81, 159, 160
creative class 29, 30–31, 33
creative digital grouping 133
Creative Economy
capabilities 10–11
creative heart of 175
employment figures 37
employment growth rates 38
London's role in 13, 78–82, 87–8
number of people employed in 32
words defining 89
Creative Industries
accredited courses in 17, 211–23
categories 2, 32–3, 50
compensating differentials 47–9
method and results 50–58
study conclusions 58–9
core 8, 32, 151
creative intensity in 13
employment opportunities for JMC
graduates 233, 235, 238
growth rates 30, 42, 227
in employment 39
implicated in growth of whole economy 6–7
indicators for 35
innovation
  affecting all phases of 62
  contribution to 74
types of 6
knowledge provided by 74–5
labour from software occupations 154
and London 13, 78–90
mapping studies 130–32
occupational data approach 5
in Perth 159–60
precarity in 7–8, 12, 48
managing 43
prevalence of protean careers 165
undergraduate students 211–23
Creative Industries Policy Taskforce (CIPT) 159
Creative Intensity 13, 78–9, 135–6
creative labour
  characteristics 42
  creativity and innovation 5–7
digital creative workforce 129–42
  in banking 148–55
  education for 9–11
  within healthcare system 97–8
  job satisfaction 56
  of London 78–90
measuring methodology
  Creative Trident 12, 32–41, 227–8, 229
  focus of relative growth rates 35–41, 227–8, 229
  industry and occupation 32–5
  statistics 30–32
negative and positive critiques 28–9
in Perth 158–71
precarity 226–8
  balancing 42–3
  creative careers 41–3
  and embedded 7–9
  perspective 11–12, 26–9
tensions from contrasting perspectives 25–6
Creative London 80, 85
creative occupations
average annual growth in
  employment 40
in banking 145–6
characteristics 54
education for 9–11
existence across entire economy 1, 6
  groupings 12, 131–2
in healthcare 97, 98–107
  and industry 32–5, 50–51
  classification by sector 3–4
  job satisfaction 48, 54–6, 57–8
  in manufacturing 113–17, 175
in Perth 161–2
typology of digital 14–15, 130, 136–41
Creative Services
  in banking 148–54
  as business-to-business activities 36, 229
  as Creative Industries sub-category 2
digital 61–75
  employment figures 37
  employment growth 4, 38–41, 129
  incomes 37–8
  occupations 2, 36, 134, 206, 229
  within digital typology 137–8, 140–41
in Perth 165
teams, learning processes in 175–89
creative skills translation see youth transition
creative team learning 181–8
Creative Trident
  and Australian digital creative employment 132–4
  employment in Perth 160–71
  focus on relative growth rates 35–41, 227–8, 229
  industry and occupation 32–5
  limitations 35
  methodology 8–9, 12, 25–6
  non-Trident workers 56
creative work/workers/workforce see creative labour
creative workforce initiative (CWI) survey 160–62
creativity
  diversity as cause of 84
  as human resource 88–9
  hype 8
influences on development 178, 179
London, as world stage of 13, 79
long association with healthcare 96
as source of competitive advantage 159
types of, for teams 180, 181, 185

Creativity: London’s Core Business 82, 83, 84, 88
Csikszentmihályi, M. 55–6
“cultural capital” 28, 168
cultural diversity of London 78, 84
cultural ecology map (CEM) 169–70
cultural identity of Perth 158–9
cultural occupations 169, 171
cultural perspectives in healthcare 103, 105

Cultural Production
as Creative Industries sub-category 2
employment figures 37
employment growth 4, 38–40, 165
and health therapists 106
as ‘icing on the cake’ 38
incomes 165–6
managing precarity 43
motivation among graduates 229–30
occupations 2, 36, 134, 229
within digital typology 137–8, 141
traditional 198, 206
processes at Youthworx 193

Cunningham, S. 1, 5, 6, 7, 8–9, 13, 18, 29, 31, 32, 33, 34, 35, 41, 43, 50, 62, 97, 101, 102, 103, 104, 105, 111, 129, 130, 131, 133, 135, 141, 160, 165, 166, 169, 170–71, 175, 199, 202, 206, 207, 208, 211
customer centred design (CCD) 149, 152–3

design
Department of Culture, Media and Sport (DCMS) 30, 31, 80, 82, 130, 131, 134–6
Department of Industry, Innovation, Science, Research and Tertiary Education 111, 115
design
and affordance 178
in all digital typology groupings 137–8
as Creative Services segment 2, 36, 134
employment figures 37
employment growth rates 38–40
design studio 13, 78
designers 6
digital, in banking 145–55
in healthcare 98, 99, 100, 104–5, 107
illustrating learning processes 188
in manufacturing 14, 87, 113–23, 125, 175
occupations
degree of embeddedness 42
demand for 7
by industry sector 3–4
sub-sectors 43
in Perth 161, 165, 166
design-based framework for learning 211–23

Deuze, M. 26, 195, 199, 228
device fragmentation 146–7
digital content
Australian studies 131–2, 141–2
in banking 145–6
as Creative Services segment 2, 36, 61, 134
employment figures 37
employment growth rates 38–40
in healthcare 14, 98–103, 106–7
in manufacturing 113, 115–16, 117, 123
occupations by industry sector 4
in Perth 161, 165
policy 128–9
skills shortages 10
digital creative employment,
definitional changes 134–6
digital creative services
case studies
education 63–7

data mining 69, 101
de Peuter, G. 7, 8
Deloitte Access Economics 128, 148
Denham, J. 80
Department of Broadband, Communications and the Digital Economy 61, 128
Department of Communications, Information Technology and the Arts 130, 131, 132

Greg Hearn, Ruth Bridgstock, Ben Goldsmith and Jess Rodgers - 9781782545705
Downloaded from Elgar Online at 07/24/2019 02:35:51PM
via free access
Index

manufacturing 64, 70–72
mining 64, 67–70
selection criteria 63
digital creative workers 61
as enabler of innovation 62
Intervention Scheme 62–3
occupations 140–41
study conclusions 74–5
study discussion 72–3
see also banking case study;
embedded digital creatives case study
digital entertainment industry 131
digital media 6, 36, 62, 65, 70, 176, 193, 204
Digital Migrants 15, 136–40
digital weighing equipment 117–18
double-counting 87
dynamic capabilities 125
Dynamic Mapping of the UK’s Creative Industries 82, 88, 91, 154
dynamic systems theory 177–89

East Digital Games 66, 75
education
case study 63–7
for creative occupations 9–11
in healthcare 102–3
overview 16–18
at Youthworx 194–9, 200–201, 205–8
Edumedia 63–7, 75
efficient labour markets hypothesis 48–9
embedded creative employment case studies
banking 145–55
digital creatives 128–42
healthcare, Australia 95–107
manufacturing industry, Australia 111–25
overview 13–16
Perth creatives 158–71
embedded creatives
category 2, 32–3, 50
employment following Youthworx 201–2, 206
employment growth rates 39–40
employment types 51
interns, and work integrated learning 211, 213–14, 217–23
job satisfaction and security 51–7
in journalism, media and communications 228–9, 234–41
in Perth 160, 162–71
embedded digital creatives case study
defining digital creatives
Creative Industries mapping studies 130–32
Creative Trident and Australian digital creative employment 132–4
recent UK changes and Creative Intensity test 134–6
digital content policy 128
digital creative workers 14–15, 129
distinction between ‘core’ and ‘embedded’ production 132
study conclusions 141–2
typology of digital creatives 136–41
see also banking case study; digital creative services
embeddedness
as aspect of portfolio work 163–6
creative labour force as heterogeneous 228–9
of economic activity 6
greatest in design occupations 42
peaking early in careers 238
employment
classification by industry and occupation 50–51
conditions by industry and occupation 57
figures 37
growth rates 38–40
youth transition into 201–3
Ensor, B. 148, 155
equilibrium 48, 58–9
evaluative learning 16, 185, 186, 189
Excel Media 64, 70–72

face-to-face learning 176–7
fans and pumps 118–20
film, radio and TV
as Cultural Production segment 2, 36, 134, 229
in Digital Migrants grouping 15, 136, 137
digital technologies 134, 142
as dream jobs 198
employment figures 37
employment growth rates 38–40
employment through Youthworx 202
in healthcare 98, 99, 100, 104
in manufacturing 115–16, 120
occupations by industry sector 3
in Perth 161, 165
as Semi-Digital creative 138
Financial Creative Trident 34
financial restrictions 122–3
Florida, R. 7, 29, 31, 33, 84, 91
Flow 55–6
Ford, H. 78, 84
Foster, S. 205, 206
Fouad, N.A. 17, 194, 207
Franz, J.M. 213, 215
Freebody, S.P. 8, 211
Freeman, A. 30, 36, 78, 80, 82, 83, 84, 85, 88, 90, 91, 135, 154, 211
Freestone, R. 169, 171
Furlong, A. 17, 194, 195, 203
Galloway, S. 10, 227
Gardner, S. 111–12, 125
Garnham, N. 26, 36
generative learning 16, 184–6, 189
Getting Creative in Healthcare 13–14, 96, 97, 111
Gibson, C. 169, 171
Gill, R. 8, 26
Goodwin, J. 195, 208
Grabher, G. 175, 182, 187
graduate careers see journalism, media
and communications (JMC)
Graduate Careers Australia 208, 230
Greater London Authority (GLA) 78–9, 80, 81–2, 84, 87, 88, 90, 135
Green, K. 230, 231
Gregg, M. 27, 28
gross value-added (GVA) 30, 35

healthcare in Australia case study
advertising and marketing 103
architecture and design 104–5
creatives within healthcare system 97–8
film, radio and TV 104
introduction 95–6
methodology 96–7
music and performing arts 105–6

publishing 104
software and digital content 98–103
study conclusions 106–7
Hearn, G. 6, 7, 9, 10, 61, 62, 72, 73, 112, 125, 169, 175, 183–4, 187, 188, 211, 213, 227, 239–40
Hesmondhalgh, D. 7, 8, 28–9, 42, 48, 58, 227
Higgs, P. 4, 5, 8, 13, 30, 31, 32, 33, 34, 35, 36, 50, 82, 88, 91, 96, 97, 101, 102, 103, 104, 105, 111, 130, 131, 132, 133, 135, 142, 154, 160, 168, 170, 175, 211
High Performing Workplaces 73
hot desking 152
Household Income Labour Dynamics
Australia (HILDA) 12, 47, 48, 50, 52, 58, 59
Howkins, J. 7, 29
Hristovski, R. 178, 179, 180, 181, 182, 184
IDEO 188, 189
individualization 27–8
industry classifications 3–5, 30–31, 33, 41, 50, 134–6
industry sector
creative occupations by 3–4
and Creative Trident 32–5
defined 1–2
number of employees 150
information and communications

technology (ICT)
and High Performing Workplaces 73
importance of creative skills 97
improving productivity 72–3
innovation
in Australian manufacturing 111, 116–17, 119, 123, 125
biggest, in retail banking 148
contribution of Creative Industries to 74
creative digital services as drivers of 12–13, 62, 129
creative sector 6–7
government role in facilitating 73
indicators of 141
intermediaries 73
and interoperability 61, 63, 74
open 73, 74, 89
self-transforming learning process
for 188
soft 6
Inspire Foundation 101
intellectual property (IP) 69, 114, 160, 169
Internet
contribution to Australian economy 128
embedding into economy 36
mobile, in banking 146–8, 149
internships
creative embedded 13, 213–14
as designed object 211, 215–16
in journalism, media and communications 236, 240
as mechanism for self-directed learning 10
reflective blogs on 217–22
at Youthworx 196, 203
interoperability 61, 63, 74–5
Intervention Scheme
brokering 73, 74
case study selection criteria 63
in education case study 63–7
evaluation of 74–5
in manufacturing case study 64, 70–72
methodology 62–3
in mining case study 64, 67–70
purpose 62
relevance to Australian industries 73
ISCO 128, 142
isolation 158–9, 160, 169
JMC see journalism, media and communications
job security and satisfaction 49–58
Johnson, B. 79–80
Josserand, E. 177, 184
journalism, media and communications (JMC)
careers in 228–30
graduate trajectories and experiences 230–32
introduction 17–18, 226
methodology 232–3
precarity of creative labour 226–8
study discussion 238–40
study limitations 240–41
study results 233–4
career trajectories 235–6, 237
course relevance, use of learned skills and skills gaps 236, 238
specialist, embedded and support jobs 234–5
Kaufman, J.C. 179, 180
Kelso, J.A. 178, 180
Kennedy, T.A. 132, 142
knowledge architecture 180, 182
knowledge systems 13, 74, 183–4
Krippendorff, K. 215, 216
Krumboltz, J.D. 217, 218
Laaksonen, A. 111–12, 125
labour oversupply 9, 27, 29, 227
labour, theories of 8, 27
Lamb, S. 199, 201, 206
Landry, C. 81, 91, 159, 160
Lash, S. 5, 25, 227
Lave, J. 176, 177
Leadbetter, C. 7, 29
learning engagement 240
learning processes in Creative Services teams
communities of practice 176–8
creative team learning
type 1 181, 182–6
type 2 182, 186–8
introduction 16, 175–6
nonlinear pedagogy 178–9
study conclusions 188–9
towards a learning model 179–82
see also work integrated learning (WIL)
licensing model 69–70
lighting solutions company 120–21
LinkedIn 114, 119
Livingstone, K. 79, 81, 85
London: A Cultural Audit 78, 80, 86
London Development Authority (LDA) 78, 83, 87
London's Creative Sector: 2007 Update 79, 84, 90
London's creative workforce
benign productivity revolution 82–3
Creative Industries
reports on 78–9, 90
studying 81–2
Creative work beyond the Creative Industries

creative resource, defining 84
creativity as human resource 88–9
governance, intelligence, policy and
research 79–81
introduction 13, 78–9
political climate changes 85–6
product definition and consumer
identification 83–4
questions and issues 86–8
service and the city 89–90

Malossi, G. 28, 29
Mandeville, T. 62, 72, 183, 184, 188
manufacturing industry
case studies
digital development 64, 70–72
fans and pumps 118–20
lighting solutions 120–21
smart weighing 117–18
embedded creatives
challenges 122–4
value-add 115–17, 121–2
introduction 14, 111–12
methodology 112–15
study conclusions 124–5
market failure approach 85–6, 87
marketing
as Creative Services segment 2, 36,
134
employment figures 37
employment growth rates
38–40
in healthcare 98, 99, 100, 103, 107
in manufacturing 113, 114, 115–16,
119–23, 125, 175
in media and communications
228–9, 235, 238
occupations by industry sector 4
in Perth 161, 165
in Semi-Digital grouping 15, 136,
138, 139
MARVIN 102
Marxist theory of labour 8, 27
Mason, K. 199, 201, 206
McGuigan, J. 27, 28
McIlwaine, S. 231
McRobbie, A. 26, 227
measurement issues
Creative Trident 32–41
overview 11–13

question of size 26
statistics 30–32
media
barriers to working in 202–3
interest in 197–200, 205
progressing in 204, 207–8
see also journalism, media and
communications (JMC)
medical research 101
Meijers, F. 212, 214
Menger, P.-M. 9, 227
mentoring 10, 17, 73, 193
Miller, T. 27
minimal viable product (MVP) 65, 66
mining case study 64, 67–70
Misys and Finextra 148, 155
mobile banking 15, 147–9, 150, 155
mobile platforms 15, 102, 148, 150,
155
Montez, T. 148, 155
Morris, P. 159–60
Mudambi, R. 6, 72–3, 175
Müller, K. 62, 74, 227
Murphy, P. 169, 171
music
as Cultural Production segment 2,
36, 134
as dream jobs 198, 199
employment figures 37
employment growth rates 38–40
in healthcare 98, 99, 100, 105–6, 107
incomes 34, 35, 42
in manufacturing 113, 115, 116
occupations by industry sector 3
in Perth 161, 165
self-employment rates 41
in Semi-Digital grouping 138

Nakamura, J. 55–6
Naro, S. 28, 29
National Endowment for Science,
Technology and the Arts
(NESTA) 34, 36, 80, 91, 135, 154
NeuroSmart 65–7
Newell, K. M. 178, 180
Nissan 78, 89
Nixon, H. 17, 194
non-creative occupations (NCO)
within JMC 213, 235–6, 239, 241
job security and satisfaction 49–58
Index

in Perth 16, 158, 162–71
and Youthworx Media 206–7

O’Brien, K. 116, 125
occupational classifications 3–5, 30–31, 33, 41, 50, 134–6
occupations, defined 1–2
O’Connor, H. 195, 208
O’Connor, J. 30, 91, 195, 208
OECD 128, 142
Olympic Games, 2012 79, 85
online banking 146, 147, 148–9
online learning 66–7, 176–7
Opportunity Join 68, 75
optimization (learning) 16, 185, 186, 189
oversupply
graduate 18, 206, 226
labour 9, 27, 29, 227

Pagan, J. 8, 13, 50, 74, 96, 97, 101, 102, 103, 104, 105, 111, 133
Pang, L. 7, 8
Patching, R. 231, 239
Pattinson Consulting 31, 131
pay satisfaction 52, 55, 56–7
performing arts
as Cultural Production segment 2, 36, 134
employment figures 37
employment growth rates 38–9
in healthcare 98, 99, 100, 105–6, 107
incomes 34, 35, 42
in manufacturing 113, 115–16
occupations by industry sector 3
in Perth 161, 165, 170
Perth creatives case study
background 159–60
creative workforce initiative (CWI) survey 160–62
embeddedness as aspect of portfolio work 163–6
introduction 15–16, 158–9
Perth 169–70
portfolio shaping 166–9
results and discussion 162
study conclusions 170–71
Pioneering Mining Innovations 64, 67–70, 72–3, 75

Play it Right: Asian Creative Industries in London 84, 90
Podkalicka, A. 196, 199, 205, 206, 207
portfolio careers 7, 10, 17, 226
embeddedness as aspect of 163–6
shaping 166–9
Potts, J. 1, 6, 48, 62
Pratt, A.C. 8, 26, 31, 43, 91, 130, 132
precarious labour see precarity
precarity
and compensating differentials 58–9
of creative labour 7–9, 41–3, 226–8
and disadvantaged students 203, 206–7
minimal, in JMC 238
perspective 11–12, 26–9
project ecology 183, 187
protein careers 165, 166
public relations professionals
as Creative Services segment 138
in financial sector 145
in healthcare 103, 106, 107
in JMC 234–5, 238, 240
in manufacturing 115, 119, 120
publishing
as Cultural Production segment 2, 36, 134
employment figures 37
employment growth rates 38–40
digitized 131, 133, 134–5
in healthcare 98, 99, 100, 104
in manufacturing 115–16
occupations by industry sector 3
in Perth 161, 165
Putnis, P. 231, 239
radio see film, radio and TV
Rammer, C. 62, 74, 227
Ranke, A. 231, 240
Regional University 64, 65–7
reservation wage 49
Revolving Platforms Company 71
Roodhouse, S. 31, 33, 169
Rooney, D. 6, 73, 175, 176, 183–4, 188
Ross, A. 8, 26, 27, 28, 30, 48, 58, 195, 199
Rossiter, N. 8, 26
Rotation Systems 64, 70–72, 73
satellite accounts 31, 43
Sefton-Green, J. 17, 193, 194, 206, 207
self-directed learning 10, 176, 215
self-organizing, self-referencing and self-transforming learning process 188
Semi-Digital creative occupations 15, 136–41
service industry productivity 89–90
services workers 2, 12
shared language 13, 74
single employment modes 163, 170
skills
  acquisition 10
  creative, finding recognition 9
  gaps 10, 236, 238, 239
  transferable 239
  use of learned 236
Slater, J. 193, 199, 205
smart weighing company 117–18
smartphones 146–8, 152, 155
Snyder, W. 177, 178
social networks 6, 10–11, 28, 101, 187, 189
social sphere 6
soft innovation 6
software
  in banking 145–55
  in Born Digital grouping 15, 136, 137
  as Creative Services segment 2, 36, 61, 134
  employment figures 37
  employment growth rates 38–40
  in digital creative occupations 131, 133
  in healthcare 14, 98–103, 106–7
  links to innovation 62, 72
  in manufacturing 113, 115–16, 117, 120
  occupations by industry sector 4
  in Perth 161, 165
  reclassification 134–6
  skills gaps 236
specialist creatives
  in banking 145–6, 150–51
  category 2, 12, 32–3, 50
  digital occupations 15, 130–42
  employment following Youthworx 201–2, 206
employment growth rates 39–40
employment types 50, 51
incomes 37
interns, and work integrated learning 211, 213, 217–23
job satisfaction and security 51–7
in journalism, media and communications 228–9, 234–41
in Perth 160, 162–71
SquidInk 68
Standard Industrial Classification (SIC) 50
Standard Occupational Classification (SOC) 50
statistics 30–32
supernormal returns 48
support workers
  category 16, 32–3
  digital occupations 133, 135
  employment figures 37
  employment growth rates 38–40
  employment types 50, 51
  job security and satisfaction 54–5
  in journalism, media and communications 233, 234–5, 236, 237, 239, 241
  in Perth 158, 160, 162, 163–71
Tallman, S. 175, 180, 182
Taylor, S. 99, 227
television see film, radio and TV
Throsby, D. 43, 105, 195, 199
Timson, L. 152, 153
Trüby, J. 62, 74, 227
True Life Anatomy software 102
uncertainty 212–13, 214
UNESCO 31, 43, 128, 142
value-adding 14, 30, 82, 118, 121–2, 125, 220
value-based
  alignment 218, 220, 222
  framework for work integrated learning 215–18
value chains 6, 72, 133
value creation 175, 204–8
ventilation system fans 118–20
Vinodrai, T. 111, 211
Virtuous Media 71
Index

visual arts
  as Cultural Production segment 2, 36, 134
  employment figures 37
  employment growth rates 38–40
  in healthcare 98, 99, 100, 105–6
  in manufacturing 113, 115–16
  occupations by industry sector 3–4
  in Perth 161, 165, 167
  in Semi-Digital grouping 138
visualization
  in digital services 64
  tools, in healthcare 102
  tools, in mining 67–70, 72
Vivant 153–4
Viz Dat 64, 67–70, 75

Wannemacher, P. 148, 155
web-based services 101
Wenger, E. 176, 177, 178
Westpac Group 152–3
Williams, R. 81, 89
work integrated learning (WIL)
  agency based criteria for 216–18
  and embedded creative interns 213–14
  framework for
  iterative, design-based 215–16
  towards new 214–15
  introduction 17, 211–12
  study conclusions and implications for 222–3
  study insights, reflection and discussion 218–22
  uncertainty, agency and new career identities 212–13
  working from home 29, 56
World Cities Culture Report 78

Yeabsley, J. 4, 34, 211
youth transition
  literature on 194–5
  study conclusions 205–8
Youthworx Media
  education and training following 200–201
  employment following 201–3
  introduction 17, 193–4, 195–6
  reasons for 197–200
  study 196–7
  value of 204–8

Zednik, A. 43, 195, 199
Zelenko, O. 216