

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 Bureau of Statistics 43, 96, 112, 130, 146, 160, 233
- 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
- clown 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
 - culturalization 5–6, 25, 26, 30, 41, 227
 - 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
- Dameron, S. 177, 184
- 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
- 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

- 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
- Leadbeater, 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 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
 - employment figures 37
 - employment growth rates 38–40
 - as dream jobs 198, 199
 - 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

- 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
- protean 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
 - intents, 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

- 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

