www.advertisingpays.com.au

ADVERTISING EMPLOYS 153,400 PEOPLE

Advertising directly employs 85,917 people and 67,465 indirectly. There are also 91,500 employed in industries that rely on advertising as a source of revenue.

ADVERTISING SUPPORTED INDUSTRY OCCUPATION 91,476

CONTENT 37,849

- Smartphone Application Development 8,117
- Music Publishing & Sound Recording 1,564
- Motion Picture & Video Production 13,807
- Sportspersons 4,412
- Motion Picture & Video Distribution 382
- Sports Administrative Services 7,502
- Video Post-Production Services 2,065

MEDIA 53,627

- Pay TV 2,222
- Newspaper Publishing 9,794
- Free-to-Air TV Broadcasting 14,313
- Cinemas 8,675
- Magazine Publishing 3,177
- Search Engines 1,107
- Radio Broadcasting 5,459
- Out of Home 1,784
- Internet Publishing & Broadcasting 8,203

STATE

- WA 6%
- QLD 15%
- VIC 29%
- NSW 45%
- ACT 1%
- TAS 1%
- SA 3%
- NT >1%

DIRECT 85,917

INDIRECT 67,465

- Computer Systems Design and Related Services 809
- Food and Beverage Services 1,539
- Other Repair and Maintenance 1,403
- Professional, Scientific and Technical Services 41,932
- Real Estate Services & Property Operators 1,075
- Employment, Travel Agency and Other Admin Services 5,129
- Other Industries 5,359
- Auxilary Finance and Insurance Services 1,194

2X

Growth in advertising employment compared to the labour market more broadly

ADVERTISING CONTRIBUTED $53BN ECONOMIC IMPACT

Advertisings benefits to the Australian economy were worth $53 billion on on GDP in 2022 much greater than direct spending on advertising ($18BN in 2022).

STATE

The benefits of advertising are closely aligned with population distribution with the greatest benefits accrued in NSW

- ACT $0.2bn
- TAS $0.6bn
- WA $5.4bn
- NSW $19.3bn
- QLD $9.9bn
- SA $2.9bn
- NT $0.4bn
- VIC $14bn

INDUSTRY

The largest advertisers generate the largest benefits to the economy with retail for eg. generating $12.30 billion in 2022

- Insurance $2.1bn
- Leisure & Entertainment $2.9bn
- Motor Vehicles $3.1bn
- Food $1.9bn
- Services $1.9bn
- Finance $3bn
- Education & Learning $1.7bn
- Retail $12.3bn
- Other $16.4bn
- Travel & Accommodation $2.9bn
- Communications $4.3bn

12%

INCREASE in the economic impact of advertising since 2014

ADVERTISING DELIVERS $2,100 IN IMPROVED LIVING STANDARDS

The average Australian is benefits from Advertisings role in enhancing competition which reduces prices, boosts consumer choice and innovation, and encourages information sharing.

ADVERTISING CHANGES BEHAVIOUR

Advertising is a useful tool to help achieve a range of social objectives and drive behavioural change.

ADVERTISING BOOSTS INNOVATION AND CREATIVITY

Advertising leads to new and innovative ways for brands to connect with audiences.

Amgen

'The Big 0' campaign helped to generate awareness of osteoporosis with the campaign estimated to have returned 4,000 quality years to Australian women and over $170 million to the Australian economy.

The Royal Australian Mint

'The Donation Dollar' campaign circulated $25 million 'donation dollars' - $1 dollar coins, with more than half donated in the first 2 months.

Whitelion

The 'No Home Address' digitally-led campaign raised over $100,000 exceeding donations traditionally collected through fundraising events.

The Outdoor Media Association

The 'Healthy Returns' campaign reached 12 million Australians, encouraging 84% of those surveyed to eat healthy food.

ADVERTIISNG CHAMPIONS SOCIAL ISSUES

Advertising can be used to inform the public on important social and environmental issues.

$352M

of PUBLIC INFRASTRUCTURE is built and maintained by the advertising industry

ADVERTISING DRIVES BUSINESS SUCCESS

Advertising drives business success with the total value of the top 100 brands in Australia valued at

$194BN

ADVERTISING PLAYS A CENTRAL ROLE IN CORPORATE STRATEGY

Advertising communicates brand values, employee value proposition and is key for employee attraction and retention.

PERFORMANCE TRACKING MEASURES ROI

By measuring the impact of advertising, businesses can understand its key role in growth and ROI.

CREATIVITY IS CRUCIAL

Creativity is the multiplier of business investment, breaks down category conventions and builds long term brand value.

Tourism Tasmania

The 'Come Down for Air' campaign has contributed to $3.476 billion in visitor spend, an increase of 87% on 2021.

Dove

The iconic 'Real Beauty' campaign continues to challenge stereotypes, boosting sales from $2.5 to $4 billion in ten years.

ADVERTISING CHANGES BEHAVIOUR

Advertising is a useful tool to help achieve a range of social objectives and drive behavioural change.

Uber Eats

Following the 'Tonight I'll Be Eating' campaign, customers are willing to pay $1 to $3 more for Uber Eats over other platforms offering similar products.

Commissioned by

Advertising Council Australia · AANA · MFA

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Advertising Pays

Deloitte Access Economics, Advertising Pays (2023). Estimated using inputs from Nielsen Ad Intel August 2022-July 2023. Note: Advertising expenditure data provided by Nielsen includes a National category (reflecting Digital, and National Print titles). This has been apportioned to each State based on the breakdown of the