



The Place To Be

# Media release

From the Minister for Innovation

---

Friday, 5 December, 2008

## VICTORIA'S DESIGN SECTOR - STRONGER FIVE YEARS ON

A new report has found Victoria's design sector is continuing to perform strongly.

The Design Victoria report *Five Years On – Victoria's Design Sector 2003-2008* was commissioned by RMIT University as part of the Brumby Government's Design Victoria Strategy, a \$15 million commitment over four years to grow Victoria's design sector.

Launching the report, Innovation Minister Gavin Jennings said: "Victoria's design sector employs more than 76,000 talented people who add value to the state's manufacturing, construction and creative industries.

"Victoria's design sector contributes \$7 billion annually to our economy and accounts for more than \$300 million in design-related exports. There is great potential for the design sector to grow and further boost our reputation as a leader in innovation and as a centre for design excellence," Mr Jennings said.

"The Brumby Government is taking action to support our design industry and recognise design's key contribution to the Victorian economy.

"The findings from the research culminating in *Five Years On* will help to inform the strategic direction of design in Victoria and how Design Victoria programs are delivered in the future.

"The *Five Years On* report is designed to harness and disseminate this knowledge enabling industry and the design sector to benchmark and improve performance."

The research found:

- That total expenditure by Victorian business on design is estimated at \$7 billion. The great majority, 90 per cent or \$6.3 billion, is spent in Victoria with around \$500 million spent interstate and \$300 million overseas;
- The total revenue of design consultancies is estimated at \$4.9 billion. Of this, 76 per cent is estimated to come from within Victoria, 17 per cent elsewhere in Australia and 7 per cent from overseas;
- 76,350 people are employed in design roles in Victoria, an increase of 17 per cent since the last research conducted in 2003; and
- 37 per cent of all businesses in Victoria, totalling 69,000 organisations, make use of design services.

Chairman of the Design Victoria Advisory Board Tony Quick said: "This research demonstrates that businesses that understand and value design are far more likely to have profitability growth and at faster rates. This translates to being a strong area for job growth."

Now in its second year of delivery, Design Victoria is the only design-led industry development initiative by any Australian State Government. RMIT University engaged Wallis Consulting Group in July 2008 to research and develop a valuable knowledge bank on Victoria's design sector, leading to the report.

*Five Years On* is available online at [www.designvic.com](http://www.designvic.com)

**Media contact: Nick Talbot 03 9651 5799/0408 473 278 [www.premier.vic.gov.au](http://www.premier.vic.gov.au)**