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# Gender and the Creative Labour Market

## Graduates in Australia and the UK

*Edited by*

**Scott Brook · Roberta Comunian**

**Jonathan Corcoran**

**Alessandra Faggian · Sarah Jewell**

**Jen Webb**

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“*Gender and the Creative Labour Market: Graduates in Australia and the UK* is a vitally important book that brings much needed clarity to debates over creative education, creative work, and inequality in creative industries. The data and analysis in the book is comprehensive, demonstrating the clear differences in creative career success as a result of gender inequalities. The case for reforming an unfair and discriminatory creative labour market is compelling, and employers, businesses, and governments must act. Most importantly, the comparative perspective points the way for future research, offering a blueprint for future projects, as well as vital insights for a global readership.”

—Dave O’Brien, Professor of Cultural and Creative Industries,  
*University of Sheffield, UK*

“Drawing upon graduate destination data from two same but different national contexts, *Gender and the Creative Labour Market* offers valuable multidisciplinary insights into the ongoing gender inequalities of cultural and creative work. It reveals how women pursuing creative careers continue to be disadvantaged from the get go in a labour market well-known for its precarity, as well as presumed mobility and flexibility.”

—Susan Luckman, Professor of Cultural and Creative Industries,  
*University of South Australia, Australia*

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## PREFACE

This book uses graduate destination surveys to describe the early career outcomes for creative graduates in Australia and the UK. It applies the international UNESCO model of the Cultural and Creative Industries (CCIs) to national graduate destination survey data in both countries in order to describe and compare gender differences in graduate outcomes across the CCIs. This model covers a broad range of cultural and creative domains in both countries—including heritage, the performing arts, visual arts and craft, publishing and media industries, fashion, architecture and advertising. The book compares opportunities for CCI work across these domains for women and men, and focuses on salaries, geographic mobility, skills utilisation and skills transferability, as well as volunteering, job satisfaction and return to study. While the chapters draw on the same datasets, each chapter has a particular focus and can be read alone.

Our approach is empirical and multi-disciplinary, moving between labour market economics, human geography, cultural studies and cultural sociology. CCI research has often been criticised for an overemphasis on economic approaches, while creative labour studies has emerged largely within the domains of critical sociology and cultural policy studies. While we acknowledge the importance of such concerns, we believe such disciplinary boundaries represent an unnecessary choice in the study of inequalities, and especially for those agencies—university faculties, government cultural organisations, artists professional associations—that are key agents

and stakeholders in the problems we describe. Economic analysis, as with other fields, has much to offer the field by way of method, and our analysis seeks to move beyond these divisions in the academic field.

Melbourne, VIC, Australia  
2021

Scott Brook

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# Gender and Creative Careers

*Scott Brook and Jen Webb*

**Abstract** This chapter outlines the intersecting concerns of gender and graduate outcomes in creative labour research. It situates both points of critical intervention in relation to the ‘creative turn’ in cultural policy and the focus on employability in higher education. It reports trend data on student graduation from Australia and the UK in creative fields of study for the years 2002–2017, and introduces the UNESCO model of the Cultural and Creative Industries which is adopted by the following chapters. It describes the benefits and limitations of working with graduate destination data for understanding the early career trajectories of creative graduates.

**Keywords** Creative graduates • Gender • Creative labour studies • Higher Education • Employability • UNESCO Cultural and Creative Industries

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