

Australian design studios.

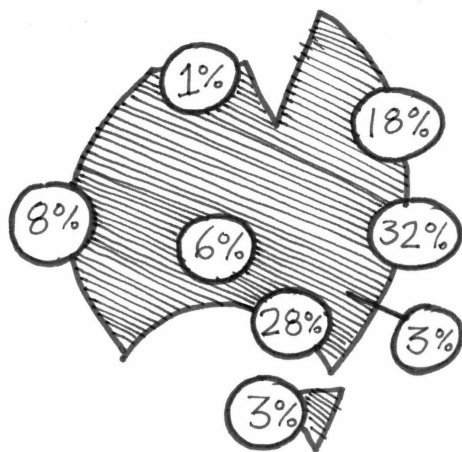
Number of studios.

There are approximately 8 – 8,500 registered graphic design businesses in Australia. This figure is based on ASIC business registrations but it's difficult to confirm how many are *practising* design firms.

Anecdotal evidence suggests around 4,000 of these businesses are not active but that figure needs to be offset by the number of designers trading without the umbrella of a registered company. That includes freelancers, designers trading under their own name and those working in partnership arrangements.

The studios are clustered around capital cities, mostly on the eastern seaboard, however the five year trend shows a growth in studios relocating to large regional centres.

The location of design businesses:



Number of employees.

Nearly 75% of all Australian graphic design studios are micro-businesses, operating with five or less employees. This may account for the transient nature of a graphic designer's career.

It's more difficult to have a career progression within a micro-business because there's less chance of upward movement – often the studio owner fulfills the management positions. Infact, sometimes the only way to progress is to leave and take on a more senior position at another studio.

Deliverables.

A majority of studios offer exactly the same services.

Traditionally this has included:

- » Print
- » Brand
- » Digital
- » Project management
- » Illustration
- » Copywriting
- » Photography.

This means studios need to differentiate themselves by another method.

Recently, more studios are offering environmental, service, strategy, and design management services. This may be a response to the increase of crowd-sourced design that focuses on the traditional design services.

