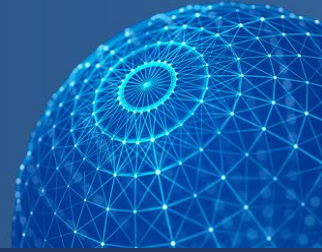




Updating ANZSCO

Reflecting a modern Australian labour market



Print and internet
publishing

ANZSCO Comprehensive Review

Australian Bureau of Statistics

17/6/2024

ANZSCO [Preliminary] Proposed Changes

Version 1.0



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Reflecting a modern Australian labour market



Essential Notes

The Australian and New Zealand Statistical Classification of Occupations (ANZSCO) describes all occupations for the Australian and New Zealand labour market.

The ABS has undertaken a comprehensive review of the Australian and New Zealand Standard Classification of Occupations (ANZSCO) to reflect the contemporary labour market and better meet stakeholders' needs. Public consultation rounds were held across 2023, with each round targeting selected occupations grouped by focus area.

Statistics New Zealand (Stats NZ) have elected not to participate in the current review and therefore occupation changes have only been considered in respect of the Australian labour market.

Updates to document

This document has been updated based on stakeholder feedback and further research. Minor updates have been made to a handful of occupations. The format of the document has also been updated to improve usability based on feedback received. A preliminary proposed changes document has been created for each of the 43 focus areas. Focus areas were designed to group occupations for consultation purposes only and will not be present in the classification structure.

The preliminary proposed changes presented do not include the full scope of not elsewhere classified categories (nec). Exclusion statements are incomplete and do not reference specific occupation locations within the classification. Outstanding nec categories, exclusion statements and final tweaks to occupations are currently being finalised in preparation for the release of the draft proposed classification in July on the ABS website. The July release will provide users with an opportunity to provide feedback on the structure of the proposed changes, before finalising the update for release by December 2024. These preliminary proposed changes documents are for information only.

Task lists

ABS recognises the potential of Artificial Intelligence (AI) to enhance our operations and efficiency. To this end, we have employed AI to assist in the creation of initial task lists. However, human experts are responsible for the final content, and AI serves as a tool, not a decision-maker. We value stakeholder input and incorporate it into our editing process placing importance on stakeholder submissions and other relevant research contributions.

Learn more about ANZSCO and the review at [Updating ANZSCO | Australian Bureau of Statistics \(abs.gov.au\)](https://abs.gov.au)

Occupations in the Print and internet publishing focus area include:

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212412 Newspaper or Periodical Editor.....	10
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About the focus area

The Print and internet publishing focus area covers occupations which require specialised knowledge and skills to:

- plan, administer and review activities concerned with producing artistic media
- write, edit and evaluate literary works for publication and scripts for film, television, radio and stage productions
- research and compile news stories, write and edit news reports, commentaries and feature stories for presentation in print and electronic media, and compose written materials to advertise goods and services
- design information for visual and audio communication, publication and display using print, film, electronic, digital and other forms of visual and audio media.

Summary of consultation

There was extensive stakeholder engagement for print and internet publishing related occupations. Feedback highlighted the necessity of updating the classification in response to technological advancements and new dissemination channels that have emerged over the past decade. Consequently, revisions were made to the descriptions and scope of existing occupations, emphasising clear differentiation between roles, and better alignment with the tasks performed, and specialised skills required in the digital environment.

Additionally, existing occupations were merged, and new, distinct occupations were created to enhance visibility of these roles in the contemporary labour market.

212112 Media Producer (excluding Video)

Existing	Proposed		
<p>212112 Media Producer (excluding Video)</p> <p>Plans, administers and reviews activities concerned with publishing, or the production of films, television or radio programs, theatre, music, festivals or other artistic activities.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none"> • Executive Producer • Film Producer • Stage Producer • Television Producer 	<p>212121 Audio Producer</p> <p>Plans and organises the creation and production of a diverse range of audio content, encompassing music recordings, radio broadcasts, audiobooks and podcast programs.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> • Plans, coordinates and oversees audio production projects • Selects and arranges music, lyrics, sound effects and other audio elements • Records, edits, mixes and masters audio content • Collaborates with artists, musicians, writers and consults with other creative professionals • Ensures quality and consistency of audio and recording output • Troubleshoots technical issues during recording and editing process <p>Specialisations:</p> <ul style="list-style-type: none"> • Music Producer • Radio Producer 	<p>212122 Screen Producer</p> <p>Oversees and manages all aspects of a film or television production.</p> <p>Video Game Producers are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> • Discovers and develops underlying concepts or material and pitches ideas for screen productions • Secures funding and resources for screen productions and oversees budgets and schedules • Hires and manages artists, performers, production staff and crew • Oversees the screen production process from development and pre-production through to distribution • Consults with distributors, financiers, lawyers, broadcasters and other industry professionals 	<p>212123 Stage Producer</p> <p>Plans, administers and reviews the production of theatre, live music and other live performance festivals.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> • Develops and pitches ideas for stage productions • Secures funding, resources and oversees budgeting of stage productions • Plans, organises and coordinates the stage production process from pre-production to presentation • Negotiates commissions, presentations, coproductions and tours • Hires and manages artists, performers, production staff and crew • Ensures stage productions are completed on time and within budget • Coordinates marketing and promotion of stage productions • Consults with agents, technical staff, production personnel and

		<ul style="list-style-type: none"> • Develops strategies for future projects and monitors industry trends • May be responsible for overseeing various aspects of post-production <p>Specialisations:</p> <ul style="list-style-type: none"> • Executive Producer (Screen) • Film Producer • Post Producer • Television Producer 	<p>venues to ensure smooth running of stage performances</p> <ul style="list-style-type: none"> • Reviews and evaluates performances to identify areas for improvement and strategies for future projects <p>Specialisations:</p> <ul style="list-style-type: none"> • Executive Producer (Stage) • Theatre Producer
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212211 Author

Existing	Proposed
<p>212211 Author</p> <p>Produces literary or other written work for publication or performance. This occupation requires high levels of creative talent or personal commitment and interest as well as, or in place of, formal qualifications and experience.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none">• Novelist• Playwright• Poet• Screenwriter• Script Writer	<p>212211 Author</p> <p>Produces literary or other written work for publication or performance.</p> <p>Skill Level: 1</p> <p>High levels of creative talent, interest, and personal commitment may substitute for formal qualifications or years of experience.</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Writes clear, engaging, and concise content that communicates messages effectively• Conducts research on the subject matter including reading books, articles, and other resources, conducting interviews, and gathering data• Develops ideas and concepts for written work• Writes for different formats, including print, digital, and multimedia• Collaborates with other writers, editors, designers and publishers• Promotes their work and finds new clients or readers using social media or by networking with other writers and industry professionals <p>Specialisations:</p> <ul style="list-style-type: none">• Novelist• Playwright• Poet• Screenwriter• Script Writer

212212 Book or Script Editor

Existing	Proposed
<p>212212 Book or Script Editor</p> <p>Evaluates manuscripts of books or scripts to determine suitability for publication or production, and edits and supervises material in preparation for publication or for production on film, television, radio or stage.</p> <p>Skill Level: 1</p> <p>Specialisation:</p> <ul style="list-style-type: none">• Script Coordinator	<p>212212 Book or Script Editor</p> <p>Evaluates manuscripts of books or scripts to determine suitability for publication or production, and edits and supervises material in preparation for publication or for production on film, television, radio or stage.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Provides feedback and helps with the structure and organisation of a manuscript• Proofreads manuscripts for clarity and coherence• Evaluates manuscripts for publication or production suitability• Provides feedback to authors to improve drafts and produce a final version of the book• Provides feedback to screenwriters to improve drafts and produce a final version of the screenplay or script• Coordinates with designers and Illustrators to support production <p>Specialisation:</p> <ul style="list-style-type: none">• Script Coordinator

212411 Copywriter

Existing	Proposed
<p>212411 Copywriter</p> <p>Designs and composes written material to advertise products and services.</p> <p>Skill Level: 1</p>	<p>212411 Copywriter</p> <p>Designs and composes written material to advertise products and services.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Writes advertising or promotional copy for mediums, such as press, radio, television, social media, billboards, catalogues or shop displays• Conducts research on the product, service, or topic at hand, as well as the target audience• Presents and pitches copy ideas to clients• Proofreads and edits copy for accuracy and brand guidelines• Collaborates with team members to ensure the copy aligns with other elements of the campaign, such as visual or sound design

212412 Newspaper or Periodical Editor

Existing	Proposed
<p>212412 Newspaper or Periodical Editor</p> <p>Alternative Title:</p> <ul style="list-style-type: none">• Associate Editor <p>Plans and directs editing of a publication, such as a newspaper, magazine or journal, in accordance with editorial policies and guidelines and accepted rules of grammar, style and format prior to printing and distribution.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none">• Features Editor• News Editor• Pictures Editor• Subeditor• Website/Blog Editor	<p>212417 Print or Digital Content Editor</p> <p>Plans and directs editing of content, such as newspapers, magazines, journals, websites, blogs and social media, in accordance with editorial policies and guidelines and accepted rules of grammar, style and format prior to publishing.</p> <p>Book and Script Editors are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Proofreads and edits content for accuracy, clarity, and style, including correcting grammatical errors, spelling mistakes and punctuation errors• Identifies topics that are relevant to the publication's audience and assigns them to writers• Verifies information with reliable sources to ensure all content is accurate and backed up by evidence• Collaborates closely with writers to help them improve their writing skills and to provide feedback on their work• Conducts regular digital content audits to identify areas for improvements and implement content updates accordingly• Monitors and analyses performance metrics in digital content to gain insights into content effectiveness <p>Specialisations:</p> <ul style="list-style-type: none">• News Editor• Subeditor

212413 Print Journalist

Existing	Proposed
<p>212413 Print Journalist</p> <p>Collects and analyses facts about newsworthy events by interview, investigation and observation and writes stories for newspapers, magazines, or journals.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none">• Columnist• Feature Writer• Leader Writer• Newspaper Reporter	<p>212418 Journalist</p> <p>Alternative Title:</p> <ul style="list-style-type: none">• News Reporter <p>Collects and analyses facts about newsworthy events through interviews, investigations and observations, and then writes stories for publication in news media on platforms such as newspapers, radio, television, online platforms, or combinations of these platforms.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Investigates and gathers information about current events through research and observation• Analyses and verifies facts to ensure accuracy and credibility of news stories• Writes news stories for publication or broadcast in a news medium• Monitors news sources and stays updated on current events to identify potential news stories• Develops ideas or material for stories, columns, or commentaries by analysing and interpreting news, current issues or personal experiences• Attends press conferences, events and other gatherings to gather information and conduct interviews <p>Specialisations:</p> <ul style="list-style-type: none">• Digital or Online Journalist• Newspaper Journalist• Radio Journalist• Television Journalist

212415 Technical Writer

Existing	Proposed
<p>212415 Technical Writer</p> <p>Researches and writes technical information-based material and documentation for articles, manuals, text books, handbooks, or multimedia products, usually for education or corporate purposes.</p> <p>Skill Level: 1</p>	<p>212415 Technical Writer</p> <p>Researches and writes technical information-based material and documentation for articles, manuals, text books, handbooks, or multimedia products, usually for education or corporate purposes.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Conducts research to acquire knowledge of the subject matter, technologies and processes to be documented• Develops plans outlining the scope, objectives, and timelines for creating or updating technical documentation• Identifies the target audience and tailors documentation to their needs• Collaborates with subject matter experts for accuracy• Incorporates visual elements, such as screenshots, diagrams, and illustrations, to enhance the understanding of technical concepts• Applies consistent formatting, style and branding• Ensures that documentation complies with accessibility standards, industry standards and regulatory requirements• Utilises various documentation tools and technologies, such as word processors and content management systems, to create, manage and publish documentation

232411 Graphic Designer

Existing	Proposed	
<p>232411 Graphic Designer</p> <p>Alternative Title:</p> <ul style="list-style-type: none"> • Graphic Artist <p>Plans, designs, develops and prepares information for publication and reproduction using text, symbols, pictures, colours and layout to achieve commercial and communication needs with particular emphasis on tailoring the message for the intended audience.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none"> • Exhibition Designer • Film and Video Graphics Designer • Publication Designer 	<p>232415 Graphic Designer</p> <p>Alternative Title:</p> <ul style="list-style-type: none"> • Graphic Artist <p>Plans, designs, develops and prepares visual content for publication using text, symbols, pictures, colours and layout to achieve commercial and communication needs using traditional and digital tools, with particular emphasis on tailoring the message for the intended audience.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> • Consults with clients to determine their graphic design requirements • Develops and collaborates on design concepts and presents them to clients for approval • Selects appropriate colours, images and fonts to enhance the visual appeal of designs • Creates and manipulates designs for visual elements such as logos, illustrations and graphics using traditional and digital tools • Collaborates with other team members, such as copywriters and Web Developers, to ensure cohesive design solutions • Prepares final designs for print or digital publication, reproduction and release <p>Specialisations:</p> <ul style="list-style-type: none"> • Creative Director (Graphic Design) • Exhibition Designer 	<p>232416 Visual Effects Artist</p> <p>Alternative Title:</p> <ul style="list-style-type: none"> • VFX Artist <p>Designs and creates visual effects in digital environments to enhance live action footage or media in film, television and video game productions.</p> <p>Animators and Digital Game Developers are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> • Collaborates with directors, producers and other team members to understand the visual effects requirements for a production • Designs and creates visual effects and environments using digital art software • Integrates visual effects seamlessly into live action footage, often in post-production • Troubleshoots and problem solves any technical issues that arise during the visual effects creation process • Presents visual effects work to directors and producers for feedback and revisions <p>Specialisation:</p> <ul style="list-style-type: none"> • Visual Effects Supervisor

Existing	Proposed
<p>232412 Illustrator</p> <p>Plans, designs, develops, and prepares pictures and diagrams to communicate messages, clarify meaning, assist in presentations and illustrate stories, using traditional and digital media such as drawing, painting, drafting, collage, models, photography, and image capture and manipulation software.</p> <p>Skill Level: 1</p> <p>Specialisations:</p> <ul style="list-style-type: none"> • Animator • Cartoonist • Technical Illustrator 	<p>232418 Illustrator</p> <p>Plans, designs, develops, and prepares pictures and diagrams to communicate messages, clarify meaning, assist in presentations and illustrate stories.</p> <p>Skill Level: 1</p> <p>High levels of creative talent, interest, and personal commitment may substitute for formal qualifications or years of experience.</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> • Creates visual concepts and develops illustrations for various purposes • Collaborates with clients or art directors to determine the scope and requirements of illustration projects • Researches and gathers reference materials to inform the design and development of illustrations • Sketches preliminary ideas and concepts for illustrations • Refines and finalises illustrations using traditional and digital media • Uses drawing, painting, drafting, collage, and other techniques to create illustrations • Utilises image capture and manipulation software to enhance and modify illustrations • Creates illustrations that effectively communicate messages and clarify meaning • Adapts illustration styles and techniques to suit different projects and target audiences <p>Specialisation:</p> <ul style="list-style-type: none"> • Cartoonist

232413 Multimedia Designer

Existing	Proposed	
<p>232413 Multimedia Designer</p> <p>Alternative Titles:</p> <ul style="list-style-type: none"> Digital Media Designer Interactive Media Designer <p>Plans, designs and develops the production of digitally delivered information, promotional content, instructional material and entertainment through online and recorded digital media using static and animated information, text, pictures, video and sound to produce information and entertainment tailored to an intended audience and purpose.</p> <p>Skill Level: 1</p> <p>Specialisation:</p> <ul style="list-style-type: none"> Instructional Designer 	<p>232421 Multimedia Designer</p> <p>Plans and designs the production of digitally delivered information, promotional content, instructional material and entertainment through online and recorded digital media.</p> <p>Multimedia Specialist and Web Designer are excluded from this occupation</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> Plans and designs the layout and structure of digital multimedia projects for use in various media contexts, such as advertising campaigns, educational presentations, and social media material Using static and animated information, text, pictures, video and sound to produce content for an intended audience and purpose Develops multimedia prototypes and mockups and storyboards that incorporate voice, images, and text Researches and selects appropriate software, tools, and technologies for multimedia production <p>Specialisation:</p> <ul style="list-style-type: none"> Instructional Designer (Multimedia) 	<p>232422 Digital Game Designer</p> <p>Plans and designs video games for various platforms such as computers, mobile devices and game consoles by conceptualising and creating game plots, storylines, levels and environments, character interactions, and other creative or artistic aspects to create engaging and immersive gaming experiences.</p> <p>Digital Game Developers are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none"> Develops and creates initial concepts to align with the vision of the game Designs and oversees the implementation of game systems, mechanics and features Uses creative and artistic methods to design storylines, game rules, visuals, in-game features and systems Creates design mockups, user interface wireframes or prototypes Analyses how features will integrate with other components of the game Writes game design documentation for implementation Tracks and analyses player analytics to improve gameplay

232414 Web Designer

Existing	Proposed
<p>232414 Web Designer</p> <p>Plans, designs, develops and prepares information for Internet publication with particular emphasis on the user interface, ease of navigation and location of information using text, pictures, animation, sound, colours, layout and data sources to deliver information tailored to an intended audience and purpose.</p> <p>Skill Level: 1</p>	<p>232414 Web Designer</p> <p>Alternative Title:</p> <ul style="list-style-type: none">• Website Designer <p>Plans, designs, develops and prepares information for websites using text, pictures, colours, layout and data sources to deliver information tailored to an intended audience and purpose.</p> <p>User Experience Designers, User Interface Designers and Multimedia Designers are excluded from this occupation.</p> <p>Skill Level: 1</p> <p>Main Tasks:</p> <ul style="list-style-type: none">• Researches client needs, target audience, and current web design trends• Creates sketches or digital mockups of the website's layout, navigation, and content placement• Creates or uses existing wireframes to plan out the structure and functionality of the site• Ensures website accessibility for all users, considering diverse abilities and devices• Works closely with Web Developers to ensure that the final website looks and functions as intended• Establishes design guidelines, standards and best practices• May identify and secure domain names for a website

561911 Classified Advertising Clerk

Existing	Proposed
561911 Classified Advertising Clerk Receives and records advertising copy for publication and broadcasting. Skill Level: 5	Retire occupation and merge residual with nec category (not yet finalised)

599913 Proof Reader

Existing	Proposed
599913 Proof Reader Reads draft copies and proofs, detects errors and marks corrections to grammar, typing and composition. Skill Level: 4	Retire occupation and merge residual with proposed occupation; 212417 Print or Digital Content Editor