

# The positive impact of YouTube in Australia in 2023

Every day, YouTube helps Australian users to learn new skills, discover communities, and enrich their lives. It also provides a platform for a diverse range of content creators to share their interests and passions with audiences across Australia and around the world, creating opportunities to build new careers and businesses.



YouTube's creative ecosystem contributed over A\$990 million to Australia's GDP in 2023.



YouTube's creative ecosystem supported more than 16,000 full time equivalent (FTE) jobs in Australia.

## A Thriving Australian Creator Economy

YouTube is a platform for local creators to share their knowledge, stories and creativity with the world - allowing them to connect with audiences in Australia and around the world.



### A Platform for Female Creators

In Australia, 81% of female creators agree that YouTube helps them share their passions and ideas.



**YouTube has given me a way to express myself and share with the world.**

— Creator (aged 25-35), Western Australia, 10,001 to 50,000 subscribers

### YouTube / Rosery Apparel

After she started making her own clothes as a teenager, Janelle Duff set up Rosery Apparel to sell her designs. She initially used YouTube to promote the new business, but soon realised she could use her videos to inspire others to make more sustainable fashion choices too. Today, Rosery Apparel is positioned as a “one-stop-shop” for the information and skills needed to DIY clothes. Janelle seeks to lead the charge for a generation of eco-friendly fashionistas by breaking down each tutorial into simple and easy steps for beginners on YouTube. Her channel also allows her to create awareness and drive sales of her full-range of patterns and sewing kits that are available online.



## Showcasing Culture and Talent

The diversity of creators, content and communities on YouTube provides a window to the world for many Australians. The platform also allows local creators and music artists to connect with a global audience, expanding their reach and exporting Australian culture and content to the world.



### Exploring Diverse Communities

90% of users agree that with YouTube they can hear from diverse communities and/or cultures from around the world.



### Breaking New Talent

81% of media and music companies with a YouTube channel agree that YouTube is critical to breaking new artists and/or music.



**[YouTube] has enabled easy access to diverse content and connected me with communities sharing similar interests, enhancing both personal growth and enjoyment.**

— User aged 65–74, Brisbane

## Helping Australian Businesses Grow

YouTube enables Australian businesses to connect with and grow their customer base. They use the platform to build their brand and reach new customers, which supports business growth over time for both large and small enterprises, especially in their local area.



### Essential to Business Growth

71% of SMBs who use YouTube agree that YouTube is essential to their business growth.



### Growing a Local Following

79% of businesses with a YouTube channel agree that YouTube has helped them develop a following from their local area.



**YouTube increased brand visibility and global reach, helping my business become known in the market.**

— Owner, Media & Music company

## A Place For Learning for All Australians

YouTube is a useful resource for Australians to gain new skills and develop their knowledge. Parents and teachers also turn to YouTube and YouTube Kids to support learning beyond the classroom.



### A Source of Knowledge

In Australia, 91% of users report using YouTube to gather information and knowledge.



### Helping Children Learn

85% of parents who use YouTube agree that YouTube (or YouTube Kids for children under 13) provides quality content for their children's learning and/or entertainment.



**I find it very helpful in my classroom - I have students with disabilities and this type of learning strongly suits their needs.**

— Female, Brisbane QLD (45-55)