

THE EVOLUTION OF KIWI INNOVATION

THE IMPACT AND STRUCTURE OF THE CREATIVE SECTOR IN NEW ZEALAND

How do we leverage the creative sector to create growth in New Zealand's economy?

\$17.5bn CONTRIBUTION TO GDP

**SUPPORT PEOPLE
IN CREATIVE
INDUSTRIES**

44,484

**CREATIVE PEOPLE
IN CREATIVE
INDUSTRIES**

39,438

**CREATIVE PEOPLE
IN NON-CREATIVE
INDUSTRIES**

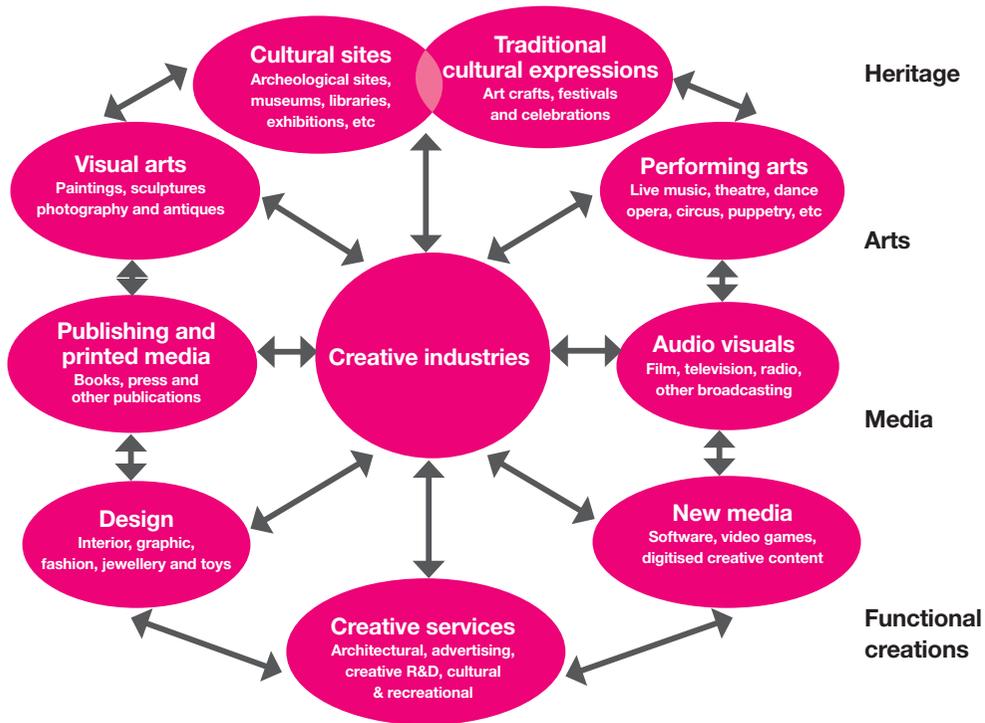
47,289

131,220 JOBS = 6.6% OF NZ WORKFORCE

* Conventional measures of occupations and industries 2013 census

CONFIDENTIAL – NOT FOR PUBLICATION

UNCTAD classification of creative industries



Source: United Nations Conference on Trade & Development (part of the UN General Assembly)

The creative sector is large

\$ million, 2013, value added by industry



	Total	Share
Creative occupations	86,736	
Embedded in creative industries	39,438	45%
Not in creative industries	47,298	55%

There are 86,736 creative people working throughout the economy in creative occupations, with 55% working outside the traditional definition of the creative sector.

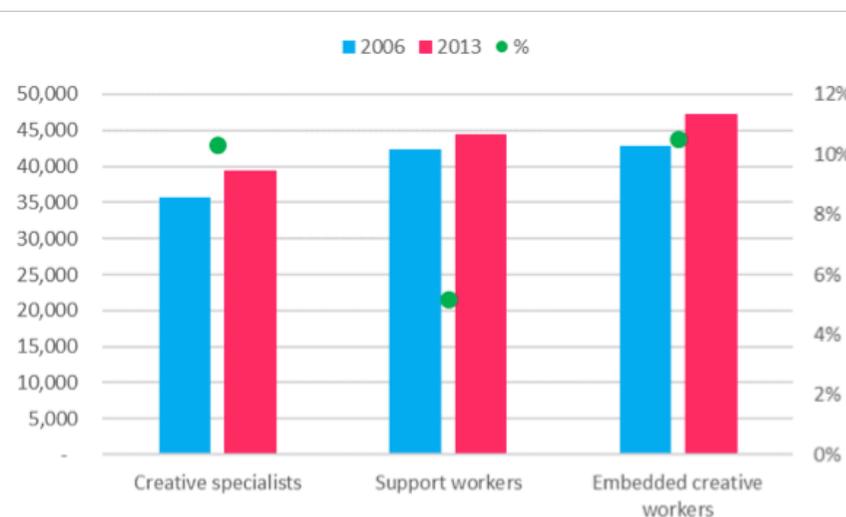
	Total	Share
Creative industries employment	83,922	
Creative occupations in creative industries	39,438	47%
Non-creative occupations creative industries	44,484	53%

The creative sector does not just employ people in creative occupations. 53% of the sector (44,484) are employed in support functions.

	Creative Industries	Other industries	Total
Creative	39,438	47,298	86,736
Other	44,484	1,869,786	1,914,270
Total	83,922	1,917,084	2,001,006

Creative occupations now make up 6.6% of the labour force compared with 6.3% in 2006. Most of the growth has come from creative specialists and embedded creative workers, not from support jobs.

Growth in creative occupations by segment

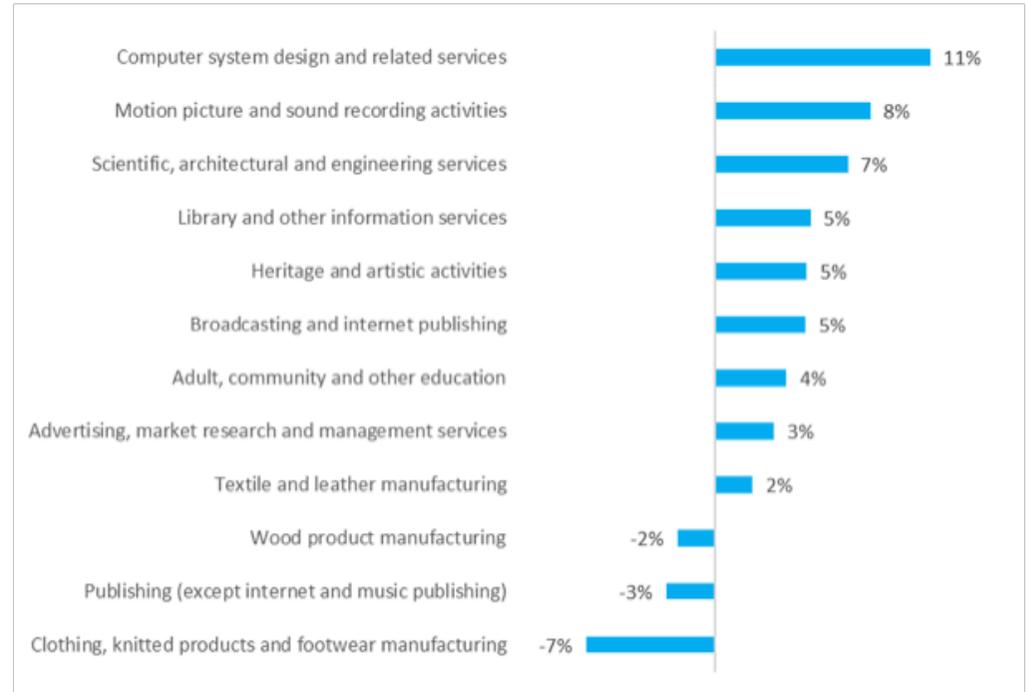


CONFIDENTIAL – NOT FOR PUBLICATION

Creative occupations are less likely to be replaced by technology and the creative intensity of the NZ economy is expected to grow.



Employment risk of automation by occupation



Growth in creative industries
Compound annual growth (CAGR) in nominal GDP, 2007-2013

Existing definitions and methods of measuring the economic impact of creativity in New Zealand do not take full account of the sector's dynamic, rapidly changing nature. Better data will allow everyone with a stake in the creative sector to better understand the scope and scale of the sector and its current and potential contribution to the economy and our well-being.