

**Submission to the NZ Productivity Commission
New Zealand firms: reaching for the frontier – draft report**

4 February, 2021

Background

WeCreate is the alliance of New Zealand’s creative industries with the mission to grow the creative sector’s contribution to New Zealand’s social and economic wellbeing. WeCreate’s member organisations represent content creators and owners across the spectrum of the creative industries. In addition to our Members, large businesses and government agencies in the New Zealand creative sector are Friends of WeCreate. Together our Members and Friends represent over 25,000 individual creators and creative businesses.



Submission

1. We refer the Commission to WeCreate’s submission of September 2020, and would like to emphasise the following key points with regard to the Draft Report:
2. The creative sector is highly digital and most of our businesses have a global export mindset, many from ‘day one’. Digital creative businesses are well placed to overcome the disadvantages of a small domestic market and geographic distance.

3. Exporting at scale and increased productivity can be achieved by many digital creative businesses without the requirement for significantly increased inputs. For example, a song released by one New Zealand artist can go on to achieve billions of streams, and a single NZ film can be sold globally to multiple markets and audiences.
4. New Zealand creative businesses are not currently eligible for government 'innovation' support.
5. The creative sector is by nature knowledge intensive and highly innovative, and the sector has 'rich possibilities' for greater innovation. Our industries often do not reflect standard industry classifications and comprise a set of diverse technologies.
6. Senior political leadership and a coordinated effort across government is required to fully leverage the potential of the creative sector and its potential 'frontier firms' – particularly in policy relating to education and skills, regulation, immigration, investment, and infrastructure. The Cabinet decision not to proceed with the Creative Industry Transformation Plan (June 2020) leaves the sector, which is better positioned than many to 'build back better', without a cross-government mechanism to strategically leverage the opportunities the sector offers and deal with the issues it faces.
7. New Zealand screen, interactive and performance industries currently have a competitive advantage in global markets due to their ability to operate relatively normally thanks to New Zealand's COVID19 response.
8. The majority of creative sector businesses have a low carbon footprint and trade in 'weightless exports'.

Invitation

WeCreate would like to extend an invitation to the Productivity Commission to meet with a small group of creative sector leaders, in order to expand on the particular characteristics, opportunities and challenges for productivity growth, and the nature and potential of 'frontier firms', in the New Zealand creative sector 'ecosystem'.

Please contact Victoria Blood (WeCreate Leader) at victoria@wecreate.org.nz, and we will be happy to arrange this hui.

Nāku iti noa, nā.



WeCreate's Members and Friends are:

Advertising & Illustrative Photographers Assn	APRA AMCOS NZ
Australia & NZ Screen Association	ATEED
Christian Copyright Licensing International	Copyright Licensing NZ
Commercial Communications Council	Creative NZ
Directors & Editors Guild NZ	Design Assembly
Designco	Home Entertainment Association NZ
Interactive Games & Entertainment Assn	Independent Music NZ
Mindful Fashion NZ	Motion Picture Distributors Association
Music Managers Forum NZ	NZ Comedy Trust
NZ Film Commission	NZ Games Developers Association
NZ Institute of Architects	NZ Institute of Professional Photography
NZ Music Commission	NZ On Air
NZ Screen Association	NZ Society of Authors
NZ Writers Guild	Performing Arts Network NZ
Playmarket	Print Media Copyright Agency
Publishers Association of NZ	Recorded Music NZ
SAE Institute	Script to Screen
Screenrights	Sky Network Television
Screen Production and Development Association	TVNZ
Weta Group	