

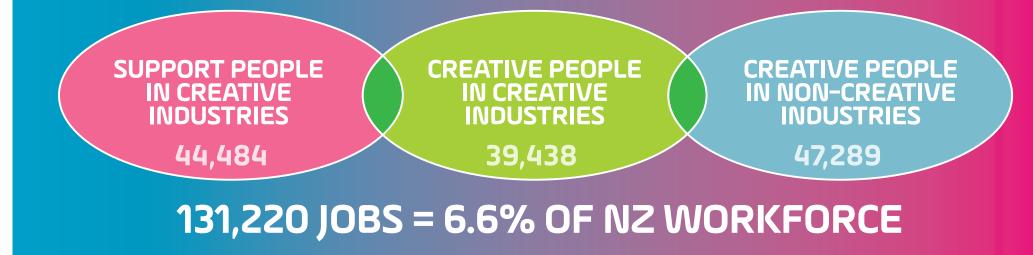


THE EVOLUTION OF KIWI INNOVATION

### 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



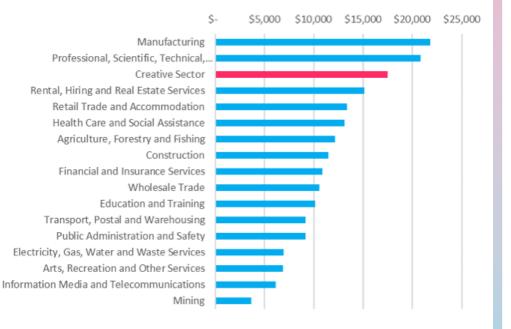
\* Conventional measures of occupations and industries 2013 census

#### **Traditional Cultural sites** cultural expressions Heritage Archeological sites, Art crafts, festivals museums, libraries, and celebrations exhibitions, etc Visual arts Performing arts Paintings, sculptures Live music, theatre, dance photography and antiques opera, circus, puppetry, etc Arts **Publishing and** Audio visuals printed media **Creative industries** Film, television, radio Books, press and other publications other broadcasting Media New media Design Software, video games, Interior, graphic, digitised creative content hion, jewellery and toys Functional Creative services creations Architectural, advertising, creative R&D, cultural & recreational

#### 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





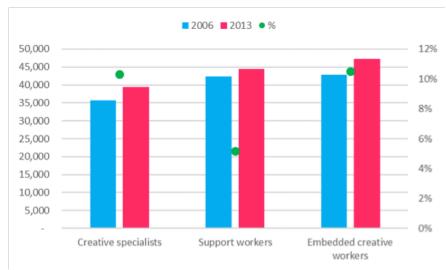
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	Total	Share	There are 86,736 creative people working	
Creative occupations	86,736		throughout the economy in creative occupations, with 55% working outside the traditional definition of the creative sector.	
Embedded in creative industries	39,438	45%		
Not in creative industries	47,298	55%		

	Total	Share	
Creative industries employment	83,922		The creative sector does not just employ people in creative occupations. 53% of the sector (44,484) are employed in support functions.
Creative occuptions in creative industries	39,438	47%	
Non-creative occupations creative industries	44.484	53%	

	Creative Industries	Other industries	Total	Creative occupations now make up 6.6% of
Creative	39,438	47,298	86,736	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.
Other	44,484	1,869,786	1,914,270	
Total	83,922	1,917,084	2,001,006	



## Growth in creative occupations by segment



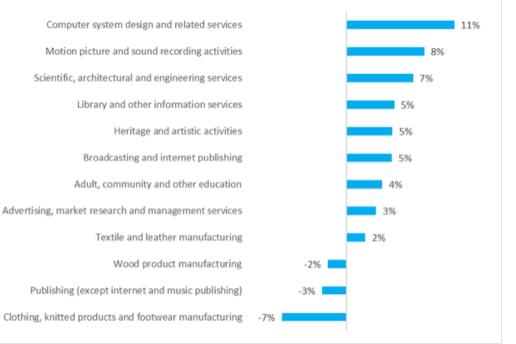




Creative occupations are less likely to be replaced by technology and the creative intensity of the NZ economy is expected to grow.



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.



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