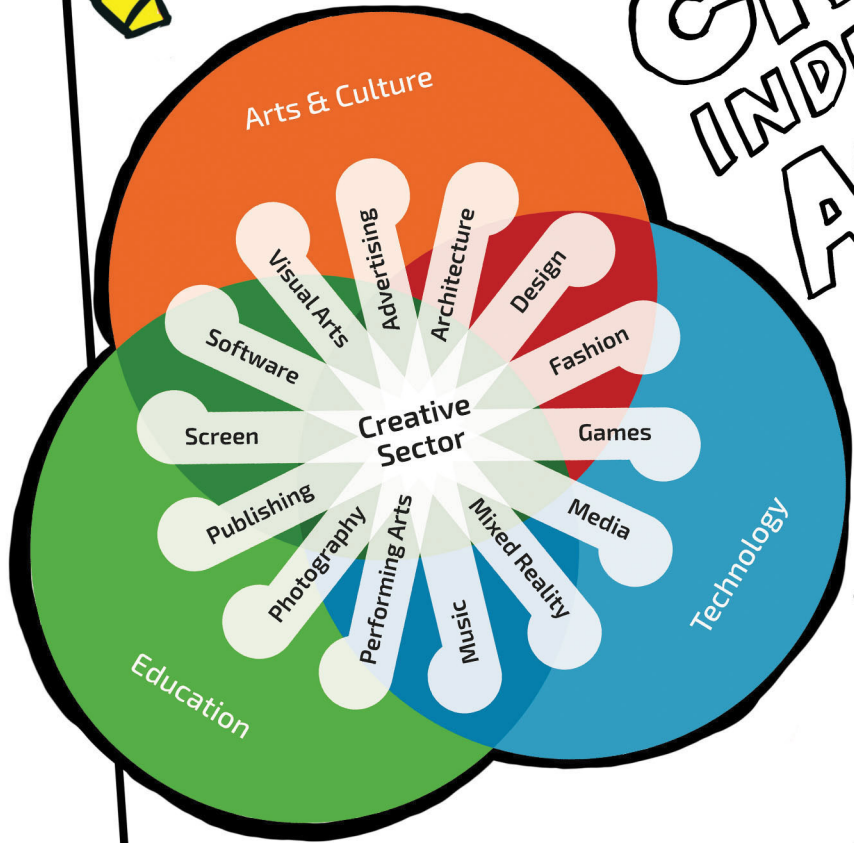


KIA ORA

WE ARE THE
CREATIVE
INDUSTRIES OF
AOTEAROA!



2



AND WE ALSO DO REALLY GOOD THINGS FOR
JOBS AND THE ECONOMY

\$17.5 bn GDP / 131,000 JOBS

NZIER 'THE EVOLUTION OF KIWI INNOVATION' 2016

3

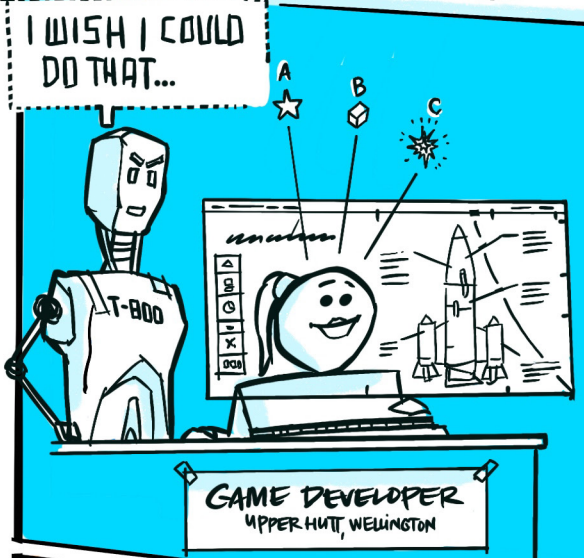
COMING UP WITH **NEW IDEAS**-WHAT SOME PEOPLE CALL **INNOVATION**-IS WHAT WE DO **EVERY DAY!**



MANY OF US MAKE AND SELL OUR WORK **DIGITALLY**. WE'RE **ADAPTABLE, AGILE** AND WE **SCALE UP FAST**



ROBOTS CAN'T DO WHAT **CREATIVE** PEOPLE CAN - OUR **CREATIVE SKILLS** WILL BE **VITAL** TO THE **FUTURE OF WORK**



WE ARE **KIND** TO THE **ENVIRONMENT** (BECAUSE WE MOSTLY MAKE **IDEAS**)



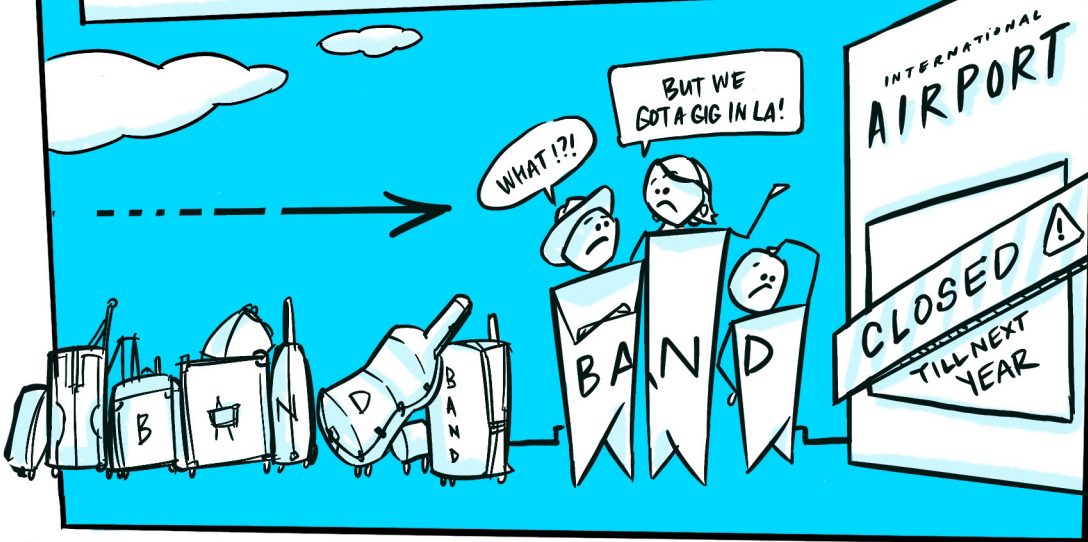
WE **REFLECT** ALL THE **AMAZING DIVERSITY** OF **AOTEAROA** - AT **HOME** AND BY **TELLING** OUR **STORIES** ALL OVER THE **WORLD**



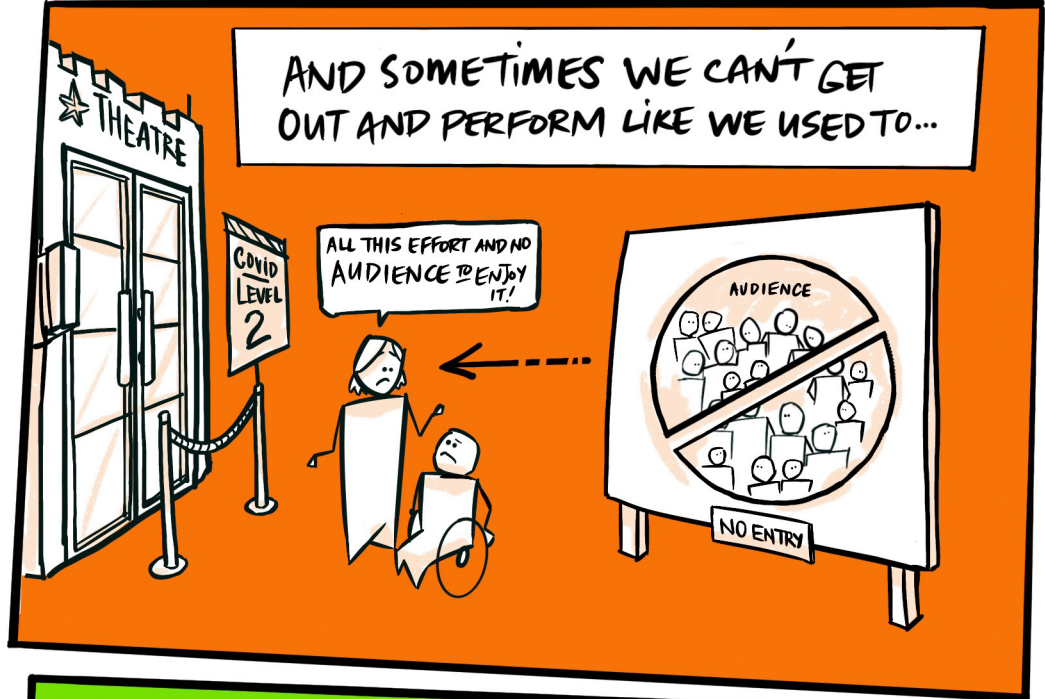
WE **EXPORT** WHAT WE **MAKE** **WEIGHTLESSLY** AND **HELP** **NZ DIVERSIFY** ITS **TRADE**



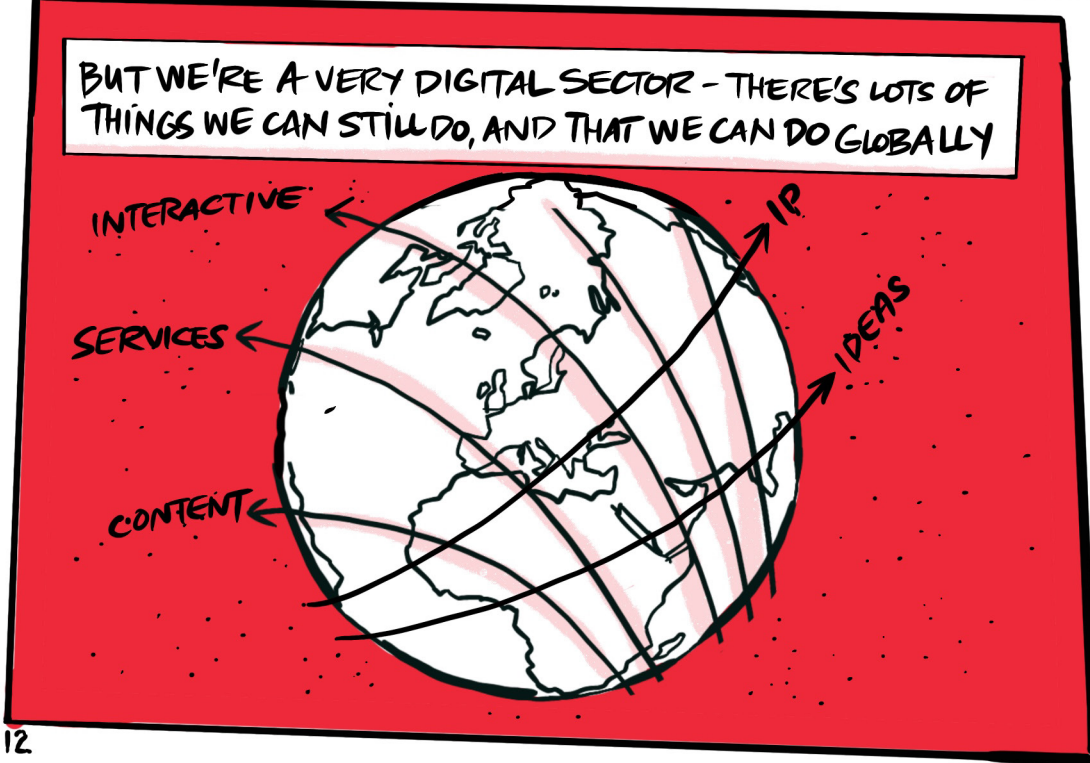
COVID-19 IS HURTING SOME OF US BADLY BECAUSE WE CAN'T TRAVEL



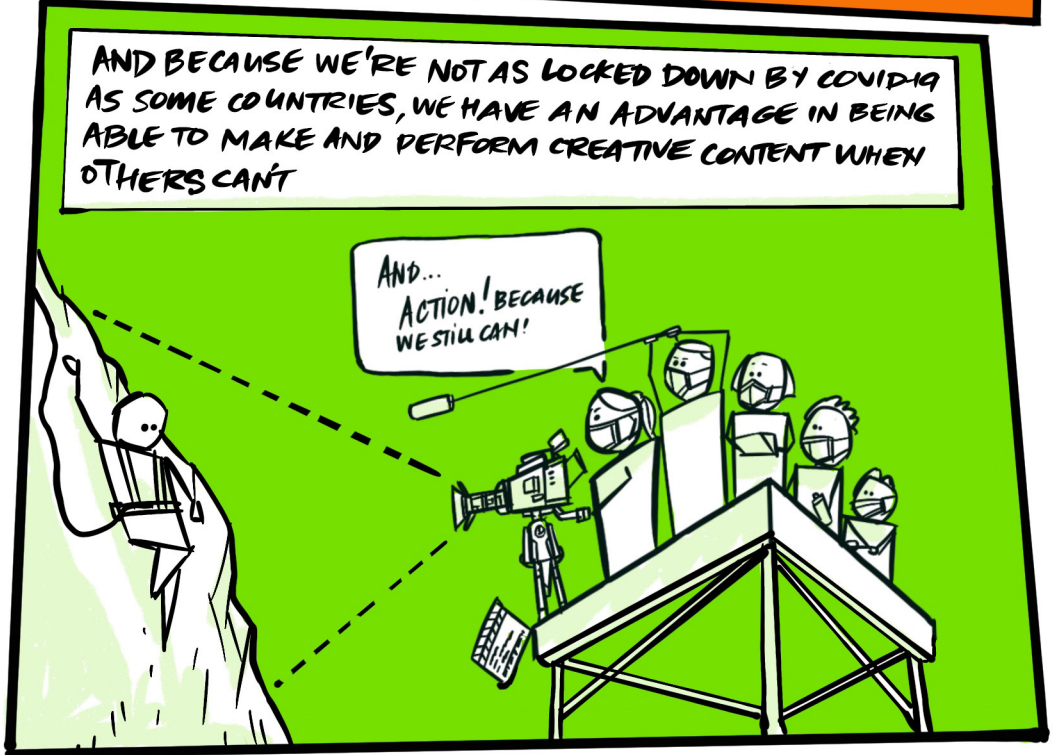
AND SOMETIMES WE CAN'T GET OUT AND PERFORM LIKE WE USED TO...



BUT WE'RE A VERY DIGITAL SECTOR - THERE'S LOTS OF THINGS WE CAN STILL DO, AND THAT WE CAN DO GLOBALLY



AND BECAUSE WE'RE NOT AS LOCKED DOWN BY COVID-19 AS SOME COUNTRIES, WE HAVE AN ADVANTAGE IN BEING ABLE TO MAKE AND PERFORM CREATIVE CONTENT WHEN OTHERS CAN'T



WeCreate



IS THE ALLIANCE OF NEW ZEALAND'S
CREATIVE ECOSYSTEM

TO DO THAT OUR SECTOR HAS AN **ACTION PLAN** -
A VISION FOR INDUSTRY AND GOVERNMENT
TO WORK TOGETHER

VISION

WE'VE
GOT A
PLAN

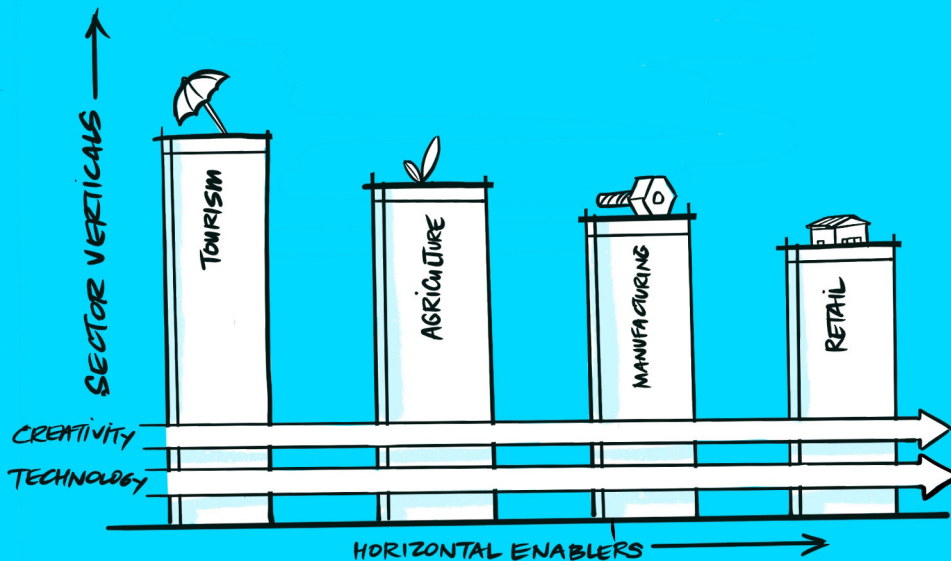
WE WANT
TO WORK
WITH YOU



WE WANT TO DO MORE TO
GROW OUR CREATIVE
ECONOMY TO BENEFIT ALL
NEW ZEALANDERS

AND MAKE IT MORE RESILIENT
SUSTAINABLE AND
PRODUCTIVE

A PLAN THAT EMBRACES OUR WHOLE CREATIVE ECOSYSTEM AND
RECOGNISES ITS GROWING FUSION WITH TECHNOLOGY AND IMPACT ON
OTHER SECTORS



18

A STRATEGIC PARTNERSHIP BETWEEN THE UK CREATIVE SECTOR AND GOVERNMENT HAS HAD SPECTACULAR RESULTS

UK



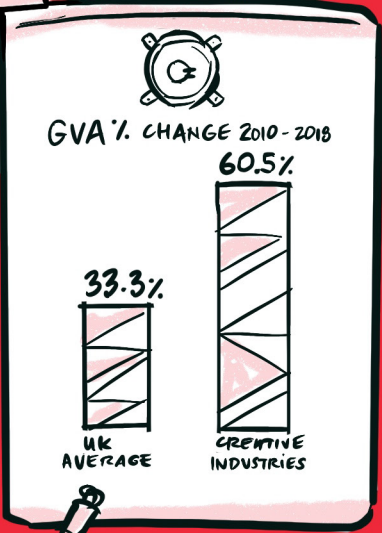
VALUE (GVA)
THE UK CREATIVE INDUSTRIES 2018

£111.7 bn A YEAR

£12.7 m AN HOUR

>5x

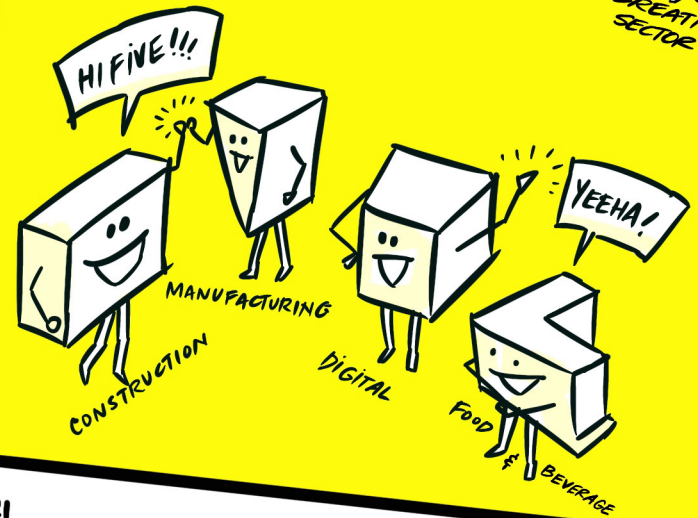
FASTER ANNUAL GROWTH THAN UK AVERAGE



WWW.THECREATIVEINDUSTRIES.CO.UK
SOURCE: DCMS STATISTICS/FEB 20

19

THIS GOVERNMENT HAS PLANS FOR OTHER BIG SECTORS...



21

BUT IT'S NOT JUST ABOUT MONEY...
TO REALLY MAKE THE MOST OF WHAT THE CREATIVE SECTOR CAN OFFER AOTEAROA NEW ZEALAND WE'RE ASKING GOVERNMENT TO PARTNER WITH US ON OUR

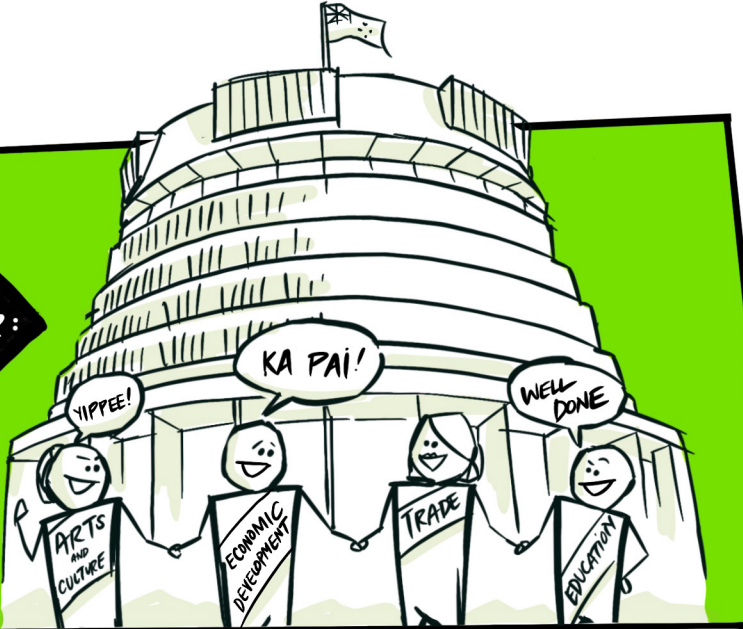
ACTION PLAN

20



AND THEY HAVE INVESTED MORE THAN EVER IN ARTS AND CULTURE TO HELP THE REGENERATION FROM COVID-19.

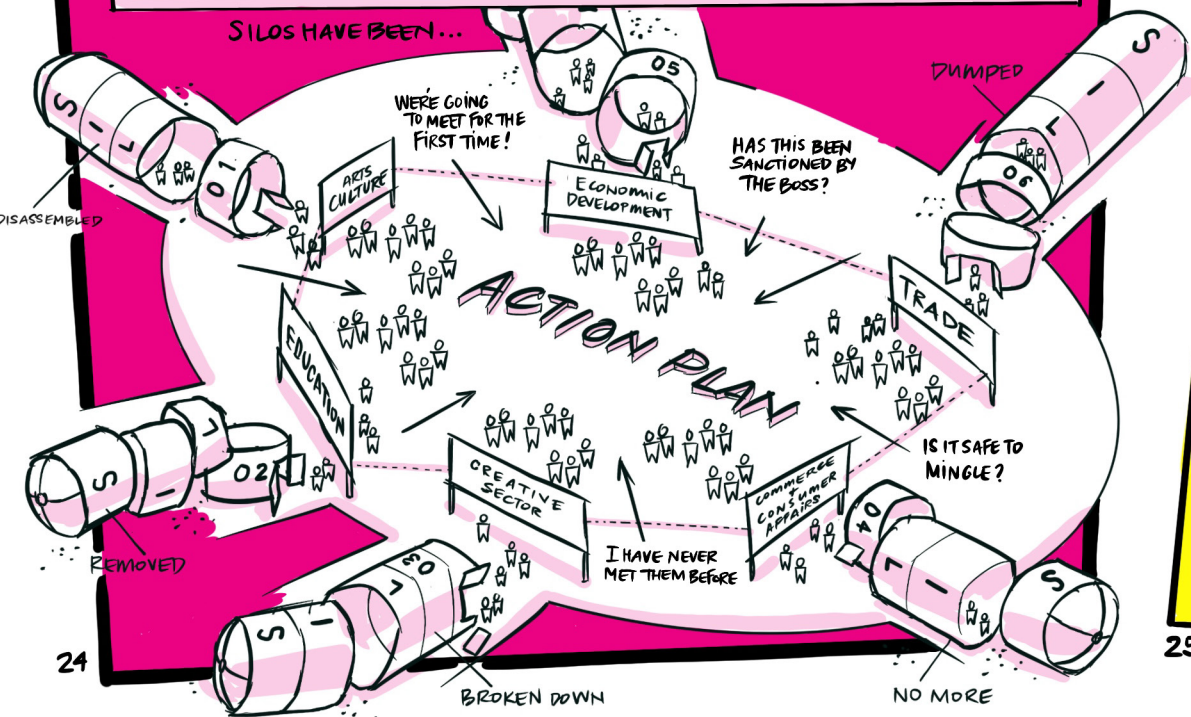
WE'RE ASKING FOR:



MINISTERS TO FORM A CREATIVE SECTOR ACCORD

A WAY TO CONNECT OUR SECTOR WITH ALL THE DIFFERENT PARTS OF GOVERNMENT THAT AFFECT US. AND FOR THE WORK OF THOSE PARTS OF GOVERNMENT TO BE JOINED UP...

SILOS HAVE BEEN...

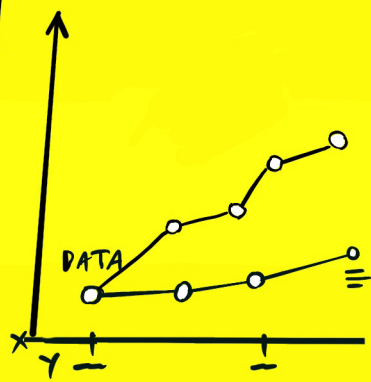


... AND FOR GOVERNMENT TO COMMIT TO A VISION WITH THE SECTOR

DIGITAL BILLBOARD



DATA AND RESEARCH THAT KEEPS PACE WITH HOW THE SECTOR IS CHANGING AND SUPPORTS GOOD DECISIONS



AN EDUCATION SYSTEM WITH CREATIVITY AT ITS HEART ♥

EDUCATION
INTERNS
APPRENTICES

TRAINING AND SUPPORT THAT WORKS FOR CREATIVE PEOPLE AND BUSINESSES

LAWS AND SYSTEMS THAT PROTECT THE RIGHTS OF OUR CREATORS TO EARN FROM THEIR WORK

PIRATE
COPY
CHEAT
STEAL
TAKE

MĀORI CREATIVE ECONOMY

A MĀORI-LED PLAN TO UNDERSTAND AND GROW THE MĀORI CREATIVE ECONOMY

INVESTMENT MODELS AND INCENTIVES THAT HELP GROW WORLD-CLASS CREATIVE BUSINESSES

\$ INVESTMENT IN =

SUCCESSFUL BUSINESS OUT

WORK HERE
WORK HERE
WORK HERE
WORK HERE

SPACES AND PLACES FOR CREATORS TO THRIVE, ACROSS THE MOTU

TRADE AGREEMENTS AND EXPORT SUPPORT THAT...

EXPORT

... MARKET AND SELL OUR CREATIVE WORK GLOBALLY

TO TELL OUR DIVERSE STORIES AND ENHANCE OUR REPUTATION - IN AOTEAROA AND ALL OVER THE WORLD

WE CREATE
MEMBERS AND
FRIENDS

ADVERTISING & ILLUSTRATIVE PHOTOGRAPHERS ASSN
APRA AMCOS NZ
ATEED
AUSTRALIA & NZ SCREEN ASSOCIATION
CHRISTIAN COPYRIGHT LICENSING INTERNATIONAL
COMMERCIAL COMMUNICATIONS COUNCIL
COPYRIGHT LICENSING NZ
CREATIVE NZ
DESIGN ASSEMBLY
DESIGN CO
DIRECTORS & EDITORS GUILD

HOME ENTERTAINMENT ASSOCIATION NZ
INDEPENDENT MUSIC NZ
INTERACTIVE GAMES & ENTERTAINMENT ASSN
MINDFUL FASHION NZ
MOTION PICTURE DISTRIBUTORS ASSOCIATION
MUSIC MANAGERS FORUM NZ
NZ COMEDY TRUST
NZ FILM COMMISSION
NZ GAME DEVELOPERS ASSOCIATION
NZ INSTITUTE OF ARCHITECTS
NZ INSTITUTE OF PROFESSIONAL PHOTOGRAPHY
NZ MUSIC COMMISSION

BECAUSE

#NZCREATIVITYCOUNTS

MORE THAN
EVER!

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
SCREENRIGHTS
SCRIPT TO SCREEN
SKY NETWORK TELEVISION
SCREEN PRODUCTION AND DEVELOPMENT ASSN
TVNZ
WETA GROUP

FOR MORE INFORMATION PLEASE SEE
WWW.WECREATE.ORG.NZ

OR EMAIL
Victoria@wecreate.org.nz

WeCreate 
#NZCREATIVITYCOUNTS