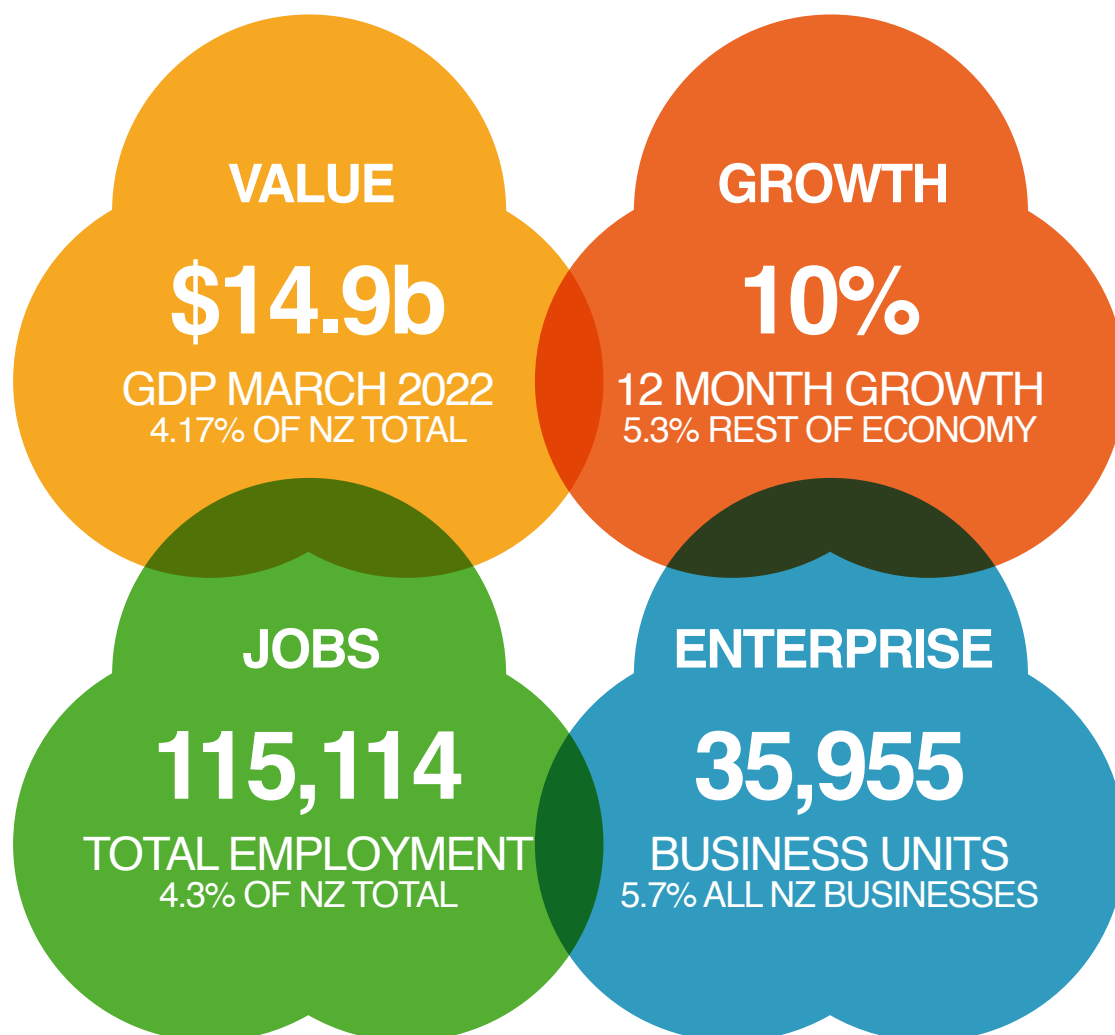


# New Zealand's creative sector is an untapped opportunity for productivity and economic growth.

Our creative sector could be worth **\$25bn to New Zealand by 2030** - if the next government appoints a **Minister for the Creative and Cultural Economy** to lead a **joined-up government approach** - building on the **Action Plan** the sector has already developed.

# The NZ creative sector is generating **\$15b<sup>1</sup> IN GDP**

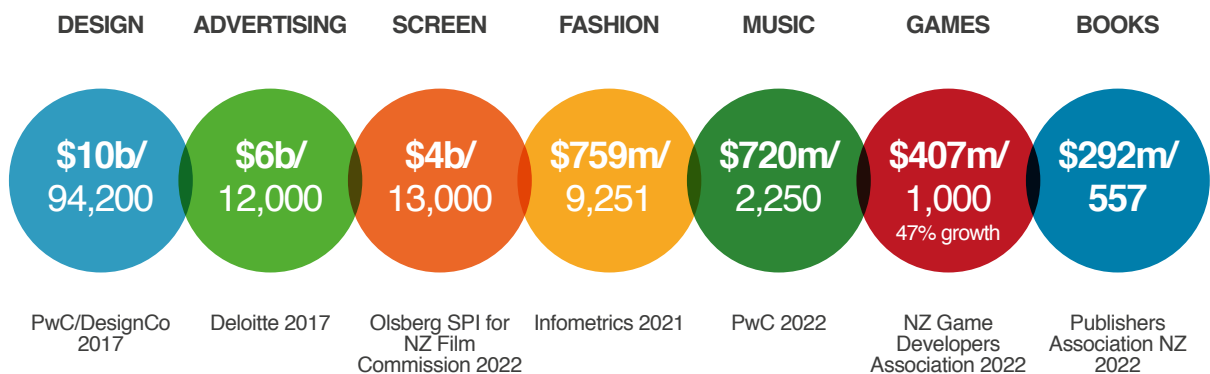
(THAT'S BIGGER THAN AGRICULTURE!<sup>2</sup>)



<sup>1</sup>(2023) Infometrics Arts & Creative Sector profile for Manatū Taonga/Ministry for Culture & Heritage as at March 2022

<sup>2</sup>StatsNZ Production Measure, year ended March 2021

# CONTRIBUTION TO GDP/DIRECTLY EMPLOYED BY INDUSTRY DATA



In 2016 **WeCreate** commissioned NZIER to profile the NZ creative sector in 'The Evolution of Kiwi Innovation' which reported

## 131,220 JOBS

6.6% of NZ's workforce



Conventional measures of occupations & industries - 2013 Census.

As with other sectors that are highly digital, government data does not accurately reflect the full value, nor the current occupations and industries, that make up the creative sector. Government has not measured the sector as it is defined by UNCTAD, and by many other advanced economies.

# A high-ranking **Cabinet Minister** leading a joined-up **multi-agency approach** to **facilitate growth** in our creative economy would better enable:

- **Growth in the digital age** through creativity, innovation and productivity.
- **Diversification** of New Zealand's **economic outputs**, and less market concentration.
- Transition to a **Zero Carbon economy**.
- Fit-for-purpose **data and insights** – especially in relation to digital products and services, and exports – keeping pace with the rapidly changing nature of the sector, and to provide **robust evidence** for decision-making.
- **Regulation that supports economic growth** – including finalising the Review of the Copyright Act and addressing the impacts of Artificial Intelligence - enabling our creators and creative businesses to earn income from their work.
- A new approach to **R&D incentives** to support creative **business growth**.
- Trade settings, strategies and actions **optimising creative export earnings** potential – **globally, weightlessly, and mostly tariff-free**.
- **Digital creative export revenue** being accurately accounted for.
- New Zealand building **high-level trading relationships** with the multi-national platforms who control the global **digital economy**.
- **Greater opportunities for high-wage** work for women, Māori, and Pasifika – and small business and regional development.
- Sustaining a **vibrant and diverse arts sector** – where creative talent is developed and nurtured.
- **Creative and arts education** in schools being enhanced and expanded; to improve educational outcomes, and to develop the pathways that our young people will need to find meaningful and well-paid work in our future economy.

- Vocational and tertiary education and employment policy **meeting the needs of our future creative sector workforce**. The Toi Mai (Creative Cultural Recreation & Technology) WDC, which WeCreate was instrumental in establishing, is providing invaluable **insights and structures needed for sustainable careers**. As the only government agency where creative and tech are in one place, Toi Mai is a useful reference point for policy development.

- Our **Māori and Pasifika creative economies** being supported and understood, to enable them to grow. Māori culture and stories are **key assets** of many of our most successful creative outputs, and of the wider **‘Brand NZ’, internationally**.
- Enhancement of our **cultural pride, identity, inclusion**, and access and participation in creative and cultural pursuits.

*The Ministry for Culture & Heritage/Manatū Taonga is the government agency for the cultural sector, but the economic growth requirements of our creative sector go well beyond MCH's current scope.*

## What are our international trading partners and competitors doing to support their creative economies?

### UK CREATIVE INDUSTRIES SECTOR VISION

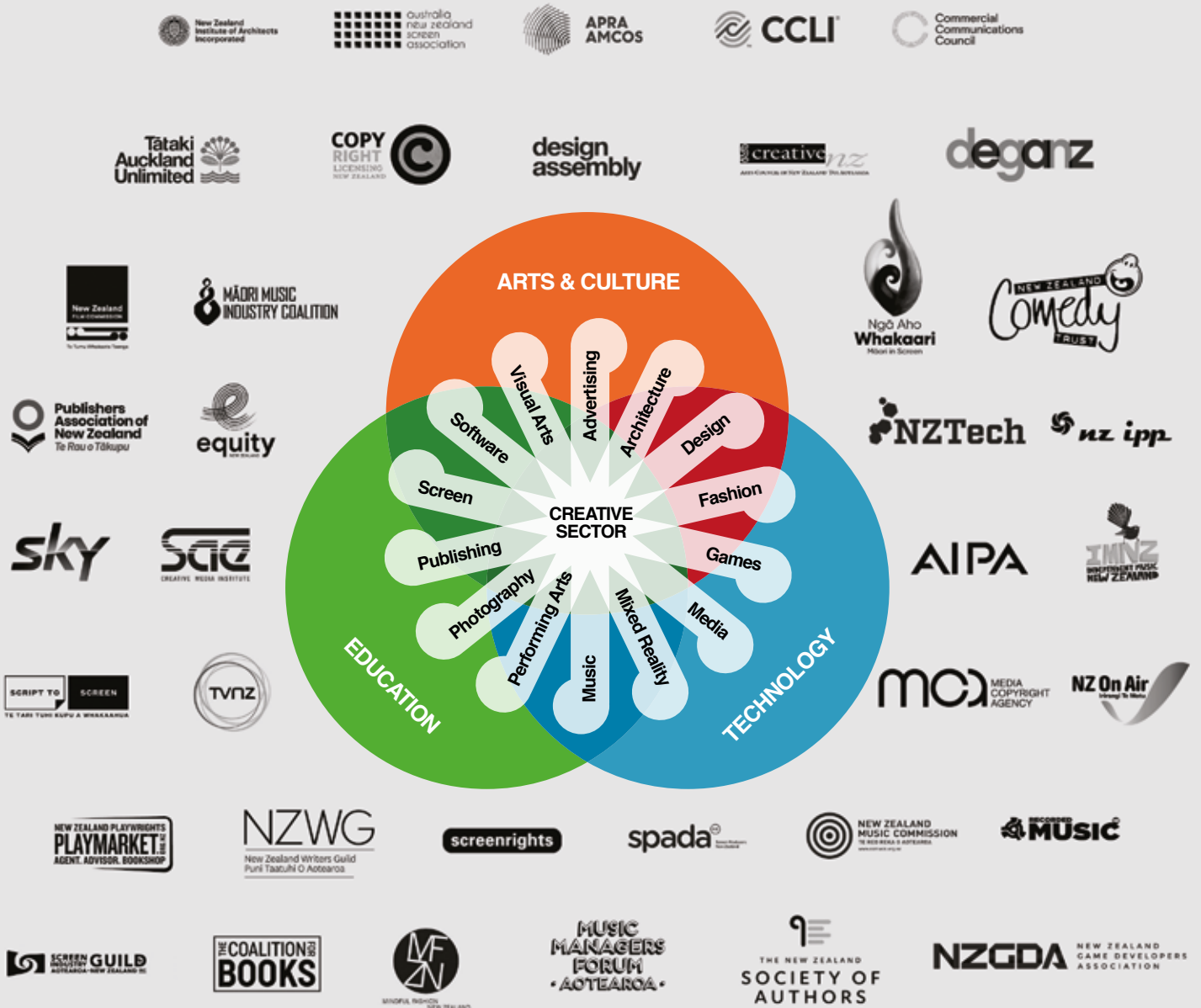
- Creative sector grew 1.5 times faster than the rate of the wider economy in the past decade, since their industry-government partnership was launched.
- Increased creative sector's contribution to GVA by 60.5% in 8 years – currently £108bn.
- Aim to grow their creative industries by an extra £50 billion, creating one million extra jobs by 2030.

### AUSTRALIA ‘REVIVE – NATIONAL CULTURAL POLICY 2023’

- ‘Whole-of-government’ approach to:
  - expand economic opportunities
  - deliver better futures for creative workers and organisations
  - provide more avenues to deepen and showcase national identity
- Guided by industry – Australia want, but do not yet have, a creative sector alliance like WeCreate for government to work with.

# Who are WeCreate?

WeCreate is the alliance of Aotearoa's creative industry associations and organisations (now representing 30,000+ Kiwi creators and creative businesses), which was founded in 2014 to propel growth in our creative ecosystem, and increase its contribution to New Zealand's economy.



# WeCreate's work with government so far:

Since 2017 WeCreate has regularly brought together officials from MBIE, MFAT, NZTE, MCH, MoE, the Toi Mai WDC, Stats NZ, and Treasury to share information about their policy work which impacts the creative sector – and often providing their only opportunity to connect directly with the sector, and with each other, on these matters.

**WeCreate's recent engagement across government evidences the need for government to be better connected within itself, and with the sector - to optimise opportunities and overcome challenges in becoming the advanced economy we aspire to be:**

- Working closely with MBIE, NZTE and NZ Tech to ensure the representation of the NZ digital creative sub-sector in the Digital Strategy for Aotearoa, Digital Technologies Industry Transformation Plan, and the NZ Tech & Innovation Story.
- Providing industry advice and connections to MFAT regarding current and forthcoming trade negotiations, the Trade for All strategy, and the development of policy for creative exports and digital trade. WeCreate have recently facilitated industry engagement with MFAT's Digital Trade Review, focusing on New Zealand's international digital trade policy settings.
- Facilitating a multi-agency Data & Insights Group (including MBIE, MCH, NZTE and StatsNZ) to develop a more accurate measurement model for the sector.
- Co-ordinating a sector-level response to the Review of the Copyright Act.
- Providing industry advice and connections to the Productivity Commission in respect of its 'Frontier Firms' and 'Improving Economic Resilience' inquiries.
- Advising the Toi Mai (Creative Cultural Recreation and Technology) WDC, and liaising between Toi Mai and WeCreate's membership on workforce needs. .
- Consulting on and submitting on behalf of the sector to:
  - MBIE Long Term Insights Briefing - 'The Future of Business'
  - MCH Long Term Insights Briefing
  - StatsNZ Long Term Insights Briefing
  - Aotearoa NZ Public Media Bill
  - Data and Statistics Bill
  - Draft Emissions Reduction Plan
  - MCH Artist Resale Royalty Scheme

**WeCreate** is ready to talk with you about how we might work together to improve New Zealand's productivity and economic growth – and we have a plan for how to do it.

**Please contact:**

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Our Action Plan and further information about WeCreate can be found at: [www.wecreate.org.nz](http://www.wecreate.org.nz)