WeCreate

#NZCREATIVITYCOUNTS

Our creativity is going global

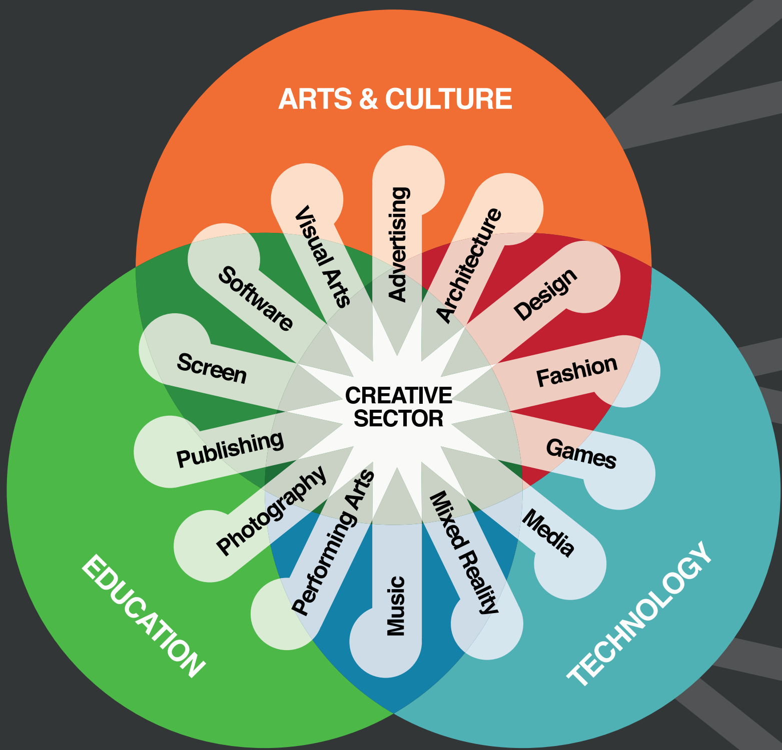
Our economic development policy isn't

If you're serious about growing New Zealand's economy, then you need to get serious about our creative economy. At $18.5bn it's bigger than our wine, seafood, and international education sectors.

New Zealand 's creative services exports have grown at 9% compound annually since 2015, doubling from $2.5bn to just under $5bn in a decade — and that figure almost certainly undercounts digital and platform-mediated earnings. The real opportunity is larger still.

With a cohesive approach across government, our creative economy could:

- Deliver billions in new export earnings
- Create more high-value jobs across all regions and demographics
- Strengthen New Zealand's global brand



Our call to action for the next government: Commit across government to a long-term and bipartisan CREATIVE EXPORT GROWTH PLAN.

WeCreate

#NZCREATIVITYCOUNTS

The opportunity is clear:

- Global demand growing rapidly
- High-value, digital, low-emissions exports
- Resilient to environmental volatility and disruption
- Jobs that deliver the skills of the future, and keep our people here
- Proven talent already winning internationally

Leading creative export nations:

- Treat creative industries as core economic sectors
- Invest in export-ready IP, and scaling up creative businesses
- Align trade and cultural policy
- Provide long-term investment and policy certainty

New Zealand can adopt and adapt these proven approaches through:

A coordinated government/industry Creative Export Growth Plan
Setting measurable targets to double creative exports within 10 years, with annual reporting against targets .

Enhanced government expertise in the creative economy
Dedicating trade policy and promotion resource — in MFAT and NZTE — to creative exports.

Stronger global promotion of NZ creativity
Ensuring NZTE export programmes and trade missions systematically include creative businesses, with cultural diplomacy and tourism aligned with creative sector priorities.

Skills and workforce investment
Investing in work-based learning models that reflect how our sector actually trains and develops talent.

Scaled-up investment
Unlocking capital to grow NZ-owned, export-ready Intellectual Property.

Policy certainty — including on copyright and AI
Completing the Copyright Act review with creator rights at its centre, including robust AI protections for creators, and ensuring a level regulatory playing field between local creative businesses and global corporations.

Creative exports are not a niche — they are a strategic growth opportunity. We call on all political parties to recognise the creative economy as a key export driver, and commit across government to a

CREATIVE EXPORT GROWTH PLAN.