

Creativity & the Arts Economic Snapshot June 2016



Creativity and the Arts

Creativity and the Arts is an identified sector of the region's local economy, however it is very much an emerging sector.

Creative industries are usually comprised of many small, dynamic firms located throughout metropolitan, regional and rural Australia. The sector itself is often characterised by the following industries:

- Music and performing arts
- Film, television and radio
- Advertising and marketing
- Software development and interactive content
- Writing, publishing and print media
- Architecture, design and visual arts.

A key catalyst that will assist in the growth of creative industries is the National Broadband Network (nbn). With the Mount Barker District now nbn enabled the creative industry sector will have an additional platform to deliver innovative and diverse content.

Although not yet a significant sector of the local Mount Barker regional economy, creativity and the arts is an emerging and growing sector. Creativity is key to innovation and innovation drives growth, sustainability and prosperity whilst enriching the cultural capital of the district.

National Creative Industries Update

According to the *Australian Creative Economy Report Card 2013*, 'the creative industries and creative work in other industries have emerged as one of Australia's strongest performers, with employment growing by a

steady 2.8% a year from 2006 to 2011 – 40% faster than the economy as a whole.

The growth is attributed largely to the digital revolution, and the rising demand for digital and design services across the whole economy.

Creative Workers

- 370,000 people worked directly in the creative industries in 2011
- 161,000 people worked in creative occupations in industries in the broader economy such as banking, manufacturing and government ('embedded creative')
- Two thirds of creative industry employment is in creative services industries, with the balance, 35% in cultural production industries
- Creative service occupations (221,684 people) account for 71% of the total employment in the creative sector, with 29% in cultural production occupations.'

The *Australian Creative Economy Report Card 2013* reports that creative jobs outstripped national growth. 'Between 2006 and 2011 the average annual growth rate of creative employment was 2.8%, 40% higher than the workforce's annual growth rate of 2%.'

Trends in Creative Employment

The *Australian Creative Economy Report Card* states that the following key characteristics pertain to the Creative economy:

- The creative services industries gained 47,000 jobs between 2006-11 – more than twice the rate of growth in the general workforce
- The cultural production industries (traditional art products, books, music etc.) grew at half the rate of the general workforce, adding 6,000 jobs in the period
- The strongest growth in creative services was in photography, digital content and software development
- Specialist design – graphic arts, consulting services, product design, fashion design – grew at 3.8%, twice the rate of the national workforce as a whole
- Benefitting from digital trends, photography grew at a notable 5.5% per annum
- Software and IT was also a strong performer, growing at 5.6% annually
- Digital publishing grew at a remarkable cumulative annual rate of 14% between 2006 and 2011, seven times faster than in the economy as a whole
- The strongest growth in a specific cultural production industry was in film with the largest increases in post-production and film production
- The largest general growth was in (usually self-employed) creative artists, jumping 7.4% between 2006 and 2011.

heritage buildings and close community there are many creative people pursuing their passions and enjoying an enviable lifestyle. Close access to a major city nestled amidst a world class landscape is an advantage ripe for exploitation and makes the Mount Lofty Ranges – which includes Mount Barker – the perfect place for the creative sector to thrive.



Hoot Festival, Dr Lonnie Smith

Opportunities

The Hills region is the perfect location for creativity and the arts to flourish. Inspired by landscape and a clean environment,