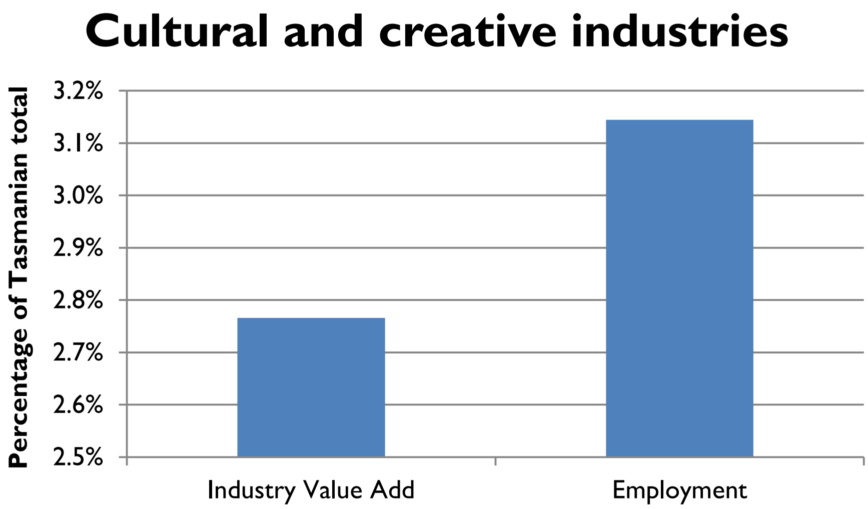
Cultural and creative industries

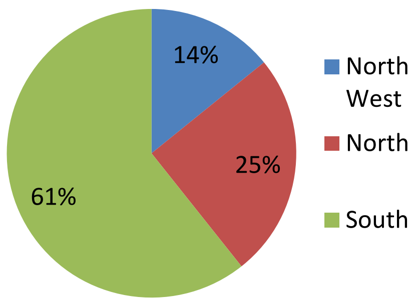
The trade and investment sectors contained in sector summary series have been compiled from Australian and New Zealand Standard Industry Classification (ANZSIC) classes using a value chain approach. This means that industry classes from ANZSIC have been grouped together to provide estimates of the size of the particular trade and investment sectors.

Coverage: The arts, cultural and broader creative activities including advertising, architecture, visual art, crafts, design (including fashion), film, video and photography, music and performing arts, festivals, museums and galleries, writing and publishing, software and electronic publishing, digital and entertainment media, TV and radio.

Key indicators



Regional employment



Key statistics at a glance

Indicator	Units	Period	Data	Change from five years ago	Per cent of Tasmania	Per cent of Australia
Industry value add [(a)]	$M	2012-13	$622	n.r.	2.8%	4.8%
Employment [(b)]	No.	2011	6,653	4.4%	3.1%	4.6%
International exports [(c)]	$M	n.av	#N/A	#N/A	#N/A	#N/A
Incomes (average weekly) [(d)]	$	2011	$880.0	21.2%	99.7%	125.6%
Education [(e)]	No.	2011	4,324	n.a	65.0%	76.8%
Employment (proportion full/part) [(f)]	Type	2011	Full-Time	n.a	60.9%	71.1%

Sources: Australian Bureau of Statistics (2012, 2013), Department of Economic Development, Tourism and the Arts (2013), Department of State Growth (2014), AEC Group

(a) Source AEC Group. Industry value (IVA) add is a component of the ABS estimate of Gross State Product and measures the total value of goods and services produced by the sector less the value of inputs. Estimated change in IVA from five years ago for a sector is heavily influenced by change at the highest 'ANZSIC Division 1' level of industry aggregation and is not reported.

(b) *2011 ABS Census*. AEC Group considers this the most accurate estimate of employment at the detailed 4-digit ANZSIC level.

(c) Estimates of international exports using ABS data.

(d) *2011 ABS Census*. This includes employment and non-employment related income (e.g. rents, dividends, interest, child support and government pensions and allowances). A percentage above 100 per cent of average weekly income suggests workers in this industry earn higher than the average wage.

(e) *2011 ABS Census*. Education measured by the number of employees who have completed Year 12 (or equivalent studies). Per cent of Tasmania/Australia shows the proportion of workers in this sector who have attained this level of education.

(f) *2011 ABS Census*. Per cent of Tasmania/Australia shows the proportion of workers employed in this manner.

Sector summary

This evolving industry segment is increasingly recognised for the role it plays in developing and attracting skilled labour, investment capital, knowledge capital and entrepreneurial activity. While there is no commonly-accepted definition of the breadth (industries and occupations) and depth (value chain) of this sector, there is general acceptance of the key industries that comprise its core.

Cultural and creative industry segments relevant to Tasmania include advertising, architecture, visual art, crafts, design (including fashion), film, video and photography, music and performing arts, festivals, museums and galleries, writing and publishing, software and electronic publishing, digital and entertainment media, TV and radio.

Tasmanians participate in selected cultural activities more than their mainland counterparts – 31.8 per cent of Tasmanians compared with 26.6 per cent for all other Australians – and Tasmanians are the most culturally engaged, save for those living in the ACT. Tasmanians attendance at cultural venues and events also rates highly, with 84 per cent of Tasmanians over 15 having attended a cultural venue at least once in the 12 months prior to the survey in 2009-10 (Australian Bureau of Statistics, *Participation in Selected Cultural Activities, Australia 2010-11)*.

Tasmania also boasts a high proportion of the country's artists, many of whom have established local, national and international markets for their work. Artists have enjoyed success in the areas of furniture design using specialty Tasmanian timber, landscape painting and photography, literature, contemporary and classical music, object design and painting. Institutions such as the Tasmanian Museum and Art Gallery and Queen Victoria Museum and Art Gallery play an important role in the collection, interpretation and communication of Tasmania's cultural heritage.

At the start of the 2008-09 financial year, there were 1 100 actively-trading businesses in the cultural industry (excluding creative industries). 25 per cent of all Tasmanians over 15 undertook paid or unpaid work in cultural and leisure activities in 2006-07 and of these 21 per cent were paid. This level of engagement led to Tasmania's household expenditure on cultural goods and services reaching $381 million in 2009-10[1].

Tasmania offers artists working across many genres access to unique materials, affordable studio spaces, relatively supportive and connected industry subsectors and tertiary training (across the visual arts, some craft and design disciplines including furniture design, music, writing and theatre). Tertiary courses are offered through the Tasmanian College of the Arts at the University of Tasmania (UTAS) in Hobart, with the School of Art delivered at Hunter Street in Hobart, the Academy of the Arts at Inveresk in Launceston, the School of Music delivered from the Conservatorium of Music in Hobart, and the theatre program delivered from the Academy of the Arts at Inveresk. TasTAFE offers vocational training in some of the facets of design, visual arts, dance, music, sound and technical production.

In recent years, festivals and events have played an increasing artistic and economic role with Ten Days on the Island, Festival of Voices, Junction Arts Festival, MONA FOMA and Dark MOFO generating employment, economic activity and cultural tourism spending. The 2013 Ten Days on the Island Festival generated an economic benefit of $27.25 million, with a return of $10 for every $1 of public investment and the creation of 87 full time equivalent Tasmanian jobs. The 2013 Festival of Voices' economic impact was valued at $8.2 million.

As well as directly generating economic returns, the creative industries indirectly contribute to social, cultural and industrial outcomes. The area is increasingly valued by government and industry as a marker of a vital and

[1] The figures above relate to the arts and cultural industries, not the broader creative industry. *Australian Bureau of Statistics, Participation in Selected Cultural Activities, Australia 2010-11*

successful economy. Creative occupations are also increasingly ‘embedded’ in traditional industries as they seek to harness creativity and technological innovation to develop new products or boost productivity. There are considerable synergies and intersections between the creative industries and Information and Communications Technology (ICT), as digital technologies are increasingly used as tools for creation, distribution and audience engagement.

Constraints and opportunities

Constraints/risks

- Access and exposure to markets outside of the state.
- The lack of a cohesive and commonly-accepted industry definition has presented challenges and led to missed opportunities, including the collection of robust industry data.
- Slow take up in some sectors of emerging technologies and their ability to extend markets and increase competition.
- Declining fiscal performance associated with the Global Financial Crisis has taken its toll on more traditional cultural industries whose market is based on discretionary expenditures.
- Uncertainty about commercialisation models in the digital economy is resulting in missed opportunities for generating additional revenue.

Opportunities

- Pressing need to capitalise on the current level of interest in Tasmania’s arts and culture to leverage stronger cultural tourism investment, attraction and visitation, generating returns across a range of cultural industry sectors as well as tourism and hospitality.
- The current investment in the development of arts infrastructure in Tasmania will provide additional employment and investment in the arts. Projects include the construction of the $75 million Academy of Creative Industries and Performing Arts, to house the Conservatorium of Music and provide a new theatre space and increased amenities for the Theatre Royal, plus the purchase of the old Mercury building in Hobart by an arts philanthropist with plans to turn it into a cultural hub.
- Digital technologies present an opportunity for the cultural and creative industries to gain exposure to national and international markets, as well as access to new supply chain options.
- Spin off benefits to the cultural and creative industries from other industries wishing to utilise Tasmania’s broadband infrastructure and connectivity to generate and commercialise content.

1. Asia could open significant new markets for the arts and arts education sectors
2. Continue to provide support to this sector through the grants programs of Arts Tasmania and Events Tasmania, and Screen Tasmania’s investment and grant programs.
3. Facilitate relevant professional development and industry growth strategies for the sector.
4. Undertake effective analysis of the economic contribution of this sector to Tasmania.
5. Exploit opportunities available through broadband infrastructure.
6. Work with UTAS to deliver the Academy of Creative Industries and Performing Arts project.
7. Explore opportunities to develop national and international markets and expand existing relationships.
8. Pursue further strategy and development initiatives in line with the department’s objectives.
9. Continue to build Tasmania’s brand position as a leader in culture and the arts.