Creative Industries: Global Trends, the Digital Economy and the Importance of Place for Economic Development

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Creative industries are emerging as key contributors to economic prosperity in the global economy, which is increasingly reliant on knowledge and information.

- Creative industries outputs can be products or services.
- Link creativity with commercial markets.
- Served by technology and are ‘knowledge based’.
- Highly dependent on creative talent, creativity is their primary source of value.
- Creative employment is dispersed across creative segments and non-creative industries.
Creative Segments

- Music, visual and performing arts
- Film, TV and radio
- Architecture and design
- Advertising and marketing
- Software and digital content
- Publishing
Economic Contribution

• Growth in global trade in the face of declining international commerce.

• Contributed over $30 billion to Australia’s GDP.

• Growing at around 6% p.a.

• Strongest growth has been in software and digital content.

• Add value through design, technical performance, packaging, branding, etc.

• Enhance community wellbeing by contributing to an active and engaging cultural life which in turn attracts investment.
Creative Services and Cultural Production Segments

Creative Industries

- specialist creatives
- support staff
- embedded creatives

Creative Services Segments
- Architecture and design
- Advertising and marketing
- Software and digital content

Cultural Production Segments
- Music, visual and performing arts
- Film, TV and radio
- Publishing

Source: SC Lennon & Associates and CCI
### Australia’s Creative Trident Employment

<table>
<thead>
<tr>
<th>Occupation</th>
<th>In Creative Industries</th>
<th>In Other Industries</th>
<th>Total Workforce</th>
<th>Total (Trident) Creative Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>In creative occupations</td>
<td>148,222</td>
<td>162,035</td>
<td>310,257</td>
<td></td>
</tr>
<tr>
<td>In other occupations</td>
<td>221,650</td>
<td>9,525,238</td>
<td>9,746,888</td>
<td></td>
</tr>
<tr>
<td>Total Employment</td>
<td>369,872</td>
<td>9,687,273</td>
<td>10,057,145</td>
<td>531,907</td>
</tr>
</tbody>
</table>
Australia’s Creative Employment by Segment (%), 2011

- Advertising & Marketing: 16%
- Architecture & Design: 19%
- Software and Digital Content: 35%
- Publishing: 12%
- Film, TV and Radio: 7%
- Music, Visual & Performing Arts: 11%

Source: SC Lennon & Associates and CCI using ABS Census data
Australia’s Creative Employment by Segment, 2011

<table>
<thead>
<tr>
<th>Segment</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Marketing</td>
<td>84,422</td>
</tr>
<tr>
<td>Architecture and Design</td>
<td>101,395</td>
</tr>
<tr>
<td>Software and Digital Content</td>
<td>185,665</td>
</tr>
<tr>
<td>Film, TV and Radio</td>
<td>37,215</td>
</tr>
<tr>
<td>Music, Visual and Performing Arts</td>
<td>59,220</td>
</tr>
<tr>
<td>Publishing</td>
<td>63,990</td>
</tr>
</tbody>
</table>

Source: SC Lennon & Associates and CCI using ABS Census data
Australia’s Creative Employment by Segment and Activity, 2011

Trident creative employment Australia-wide is approx. 532,000

Source: SC Lennon & Associates and CCI using ABS Census data
Australia’s Cultural Production and Creative Services Employment by State/Territory, 2011

Source: SC Lennon & Associates and CCI using ABS Census data
Creative Employment Growth by State/Territory, 2006-2011

Source: SC Lennon & Associates and CCI using ABS Census data
Creative Segments Employment Growth and Share, Victoria

Average Annual Growth Rate 2006 - 2011

- Software and Digital Content
- Architecture and Design
- Advertising and Marketing
- Music, Visual and Performing Arts
- Publishing
- Film, TV and Radio

Source: SC Lennon & Associates and CCI using ABS Census data
Importance of Place

• Place a premium on an area’s lifestyle attributes – the soft infrastructure - recreation, leisure, culture.

• Appreciate diversity and difference.

• Inner urban areas and lifestyle regions favoured.

• Dispersed and not tied down to commercial nodes.

• ICT is a critical enabler.

• Creative services are an integral component of the knowledge economy.

• Cultural production activities form part of a region’s ‘enabling infrastructure’.
The Dynamic Cycle of Creativity and Prosperity

1. The creative and prosperous region
2. Attraction of creative people and creative enterprise
3. Cultural diversity and lifestyle appeal
4. Higher productivity
5. Faster economic growth and development

Source: SC Lennon & Associates
Economic Development Strategies

• Articulate and quantify your city’s or region’s creative employment.

• Identify established and emerging segments.

• Pick target creative industry theme(s) and facilitate development of creative spaces (if potential exists).

• Identify and fill gaps in the critical enablers of creative employment growth, including digital infrastructure.

• Market your strengths.

• Focus on attracting and retaining skilled (creative) workers with the total living package.