

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

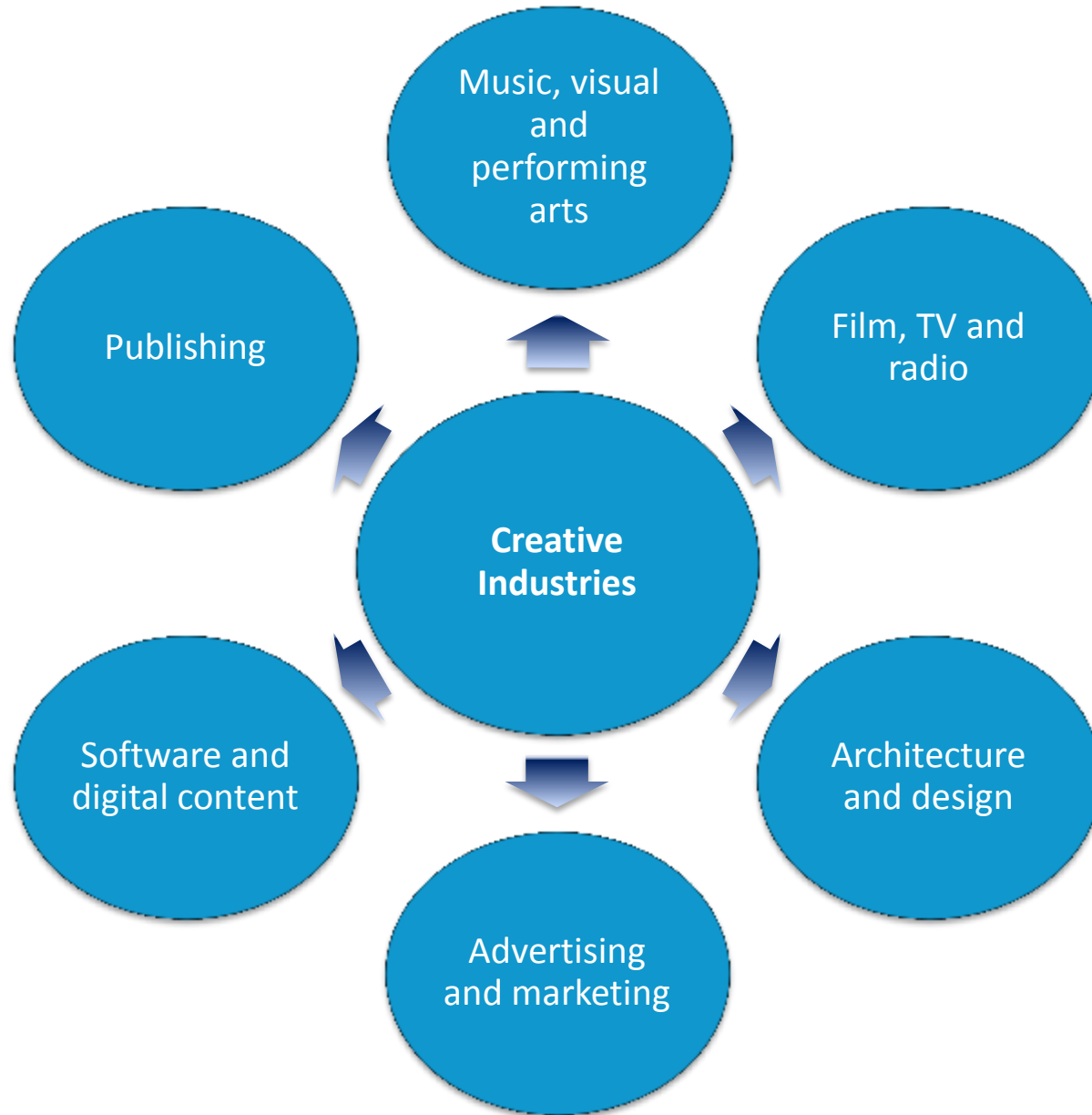
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Creative Industries

- 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.

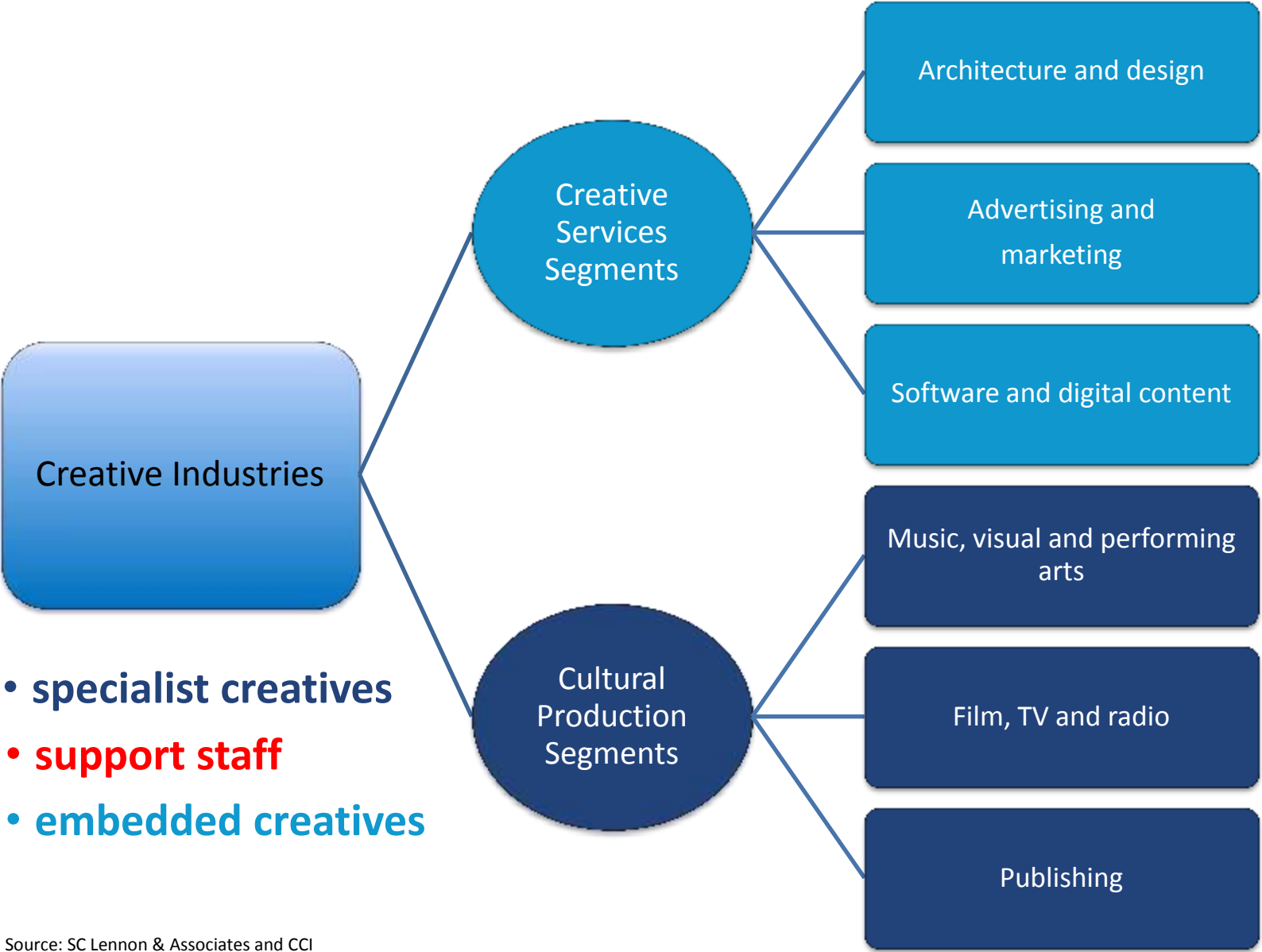
Creative Segments



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

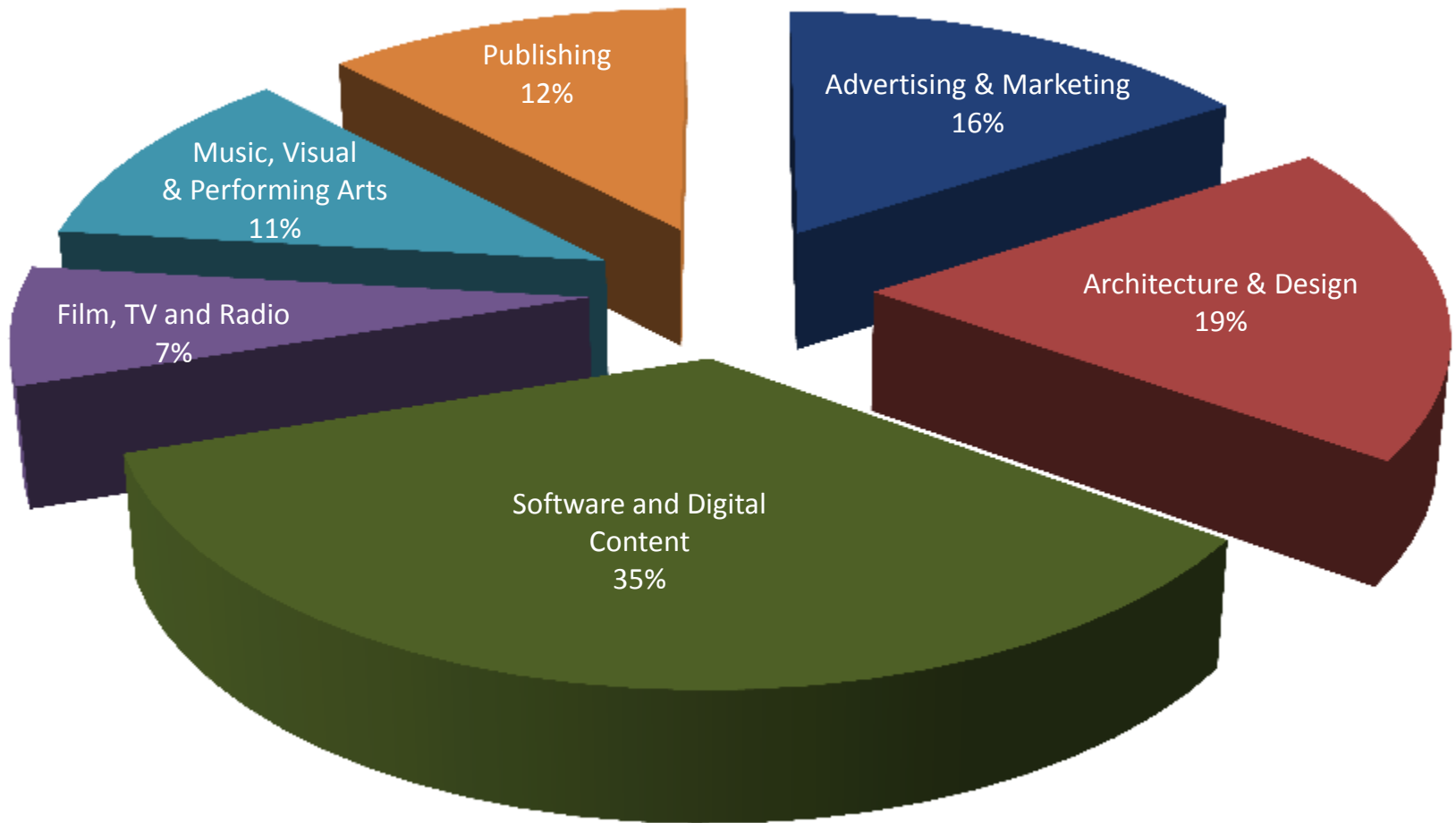


- **specialist creatives**
- **support staff**
- **embedded creatives**

Australia's Creative Trident Employment

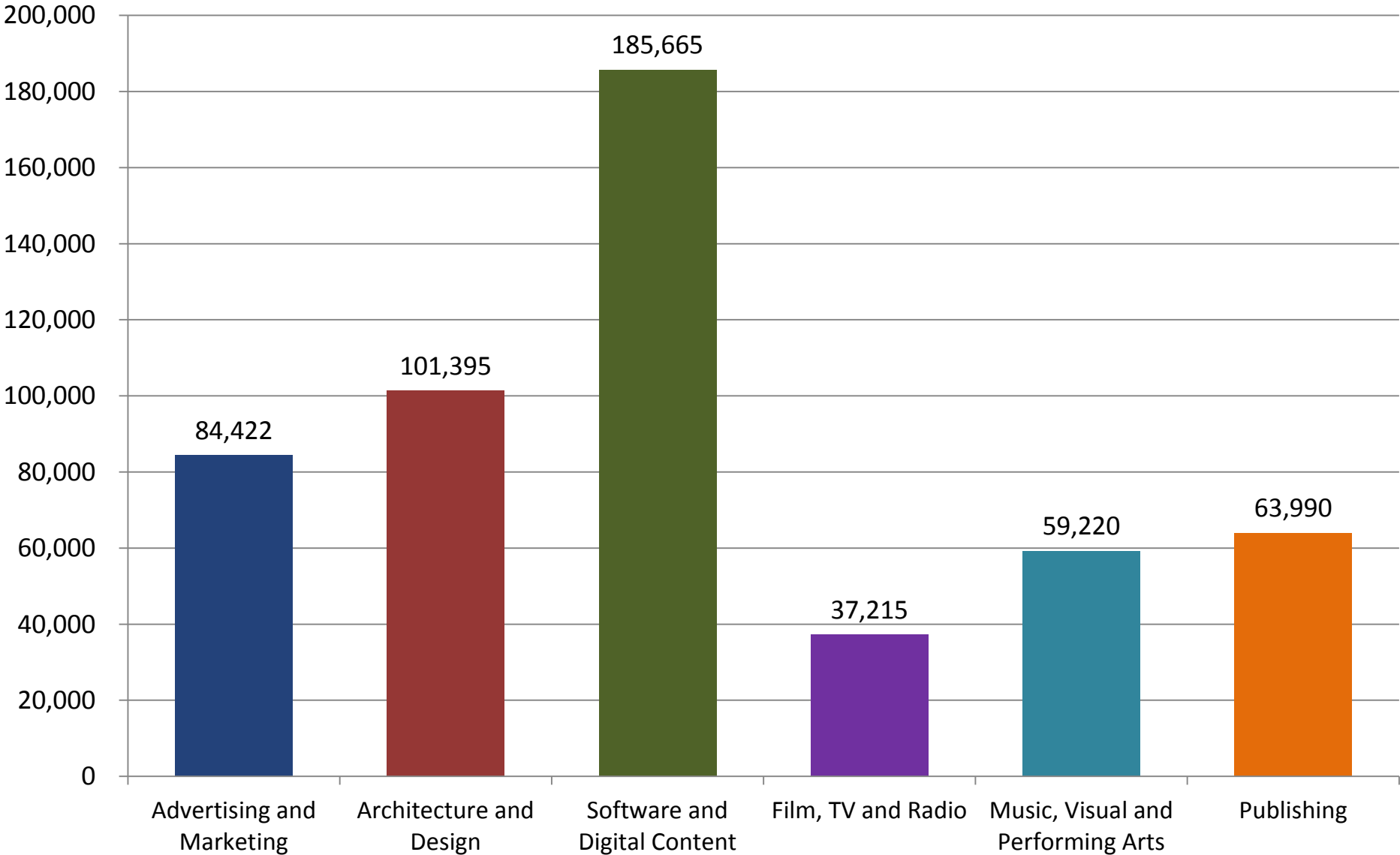
Occupation	Industry	In Creative Industries	In Other Industries	Total Workforce	Total (Trident) Creative Employment
In creative occupations		148,222	162,035	310,257	
In other occupations		221,650	9,525,238	9,746,888	
Total Employment		369,872	9,687,273	10,057,145	531,907

Australia's Creative Employment by Segment (%), 2011



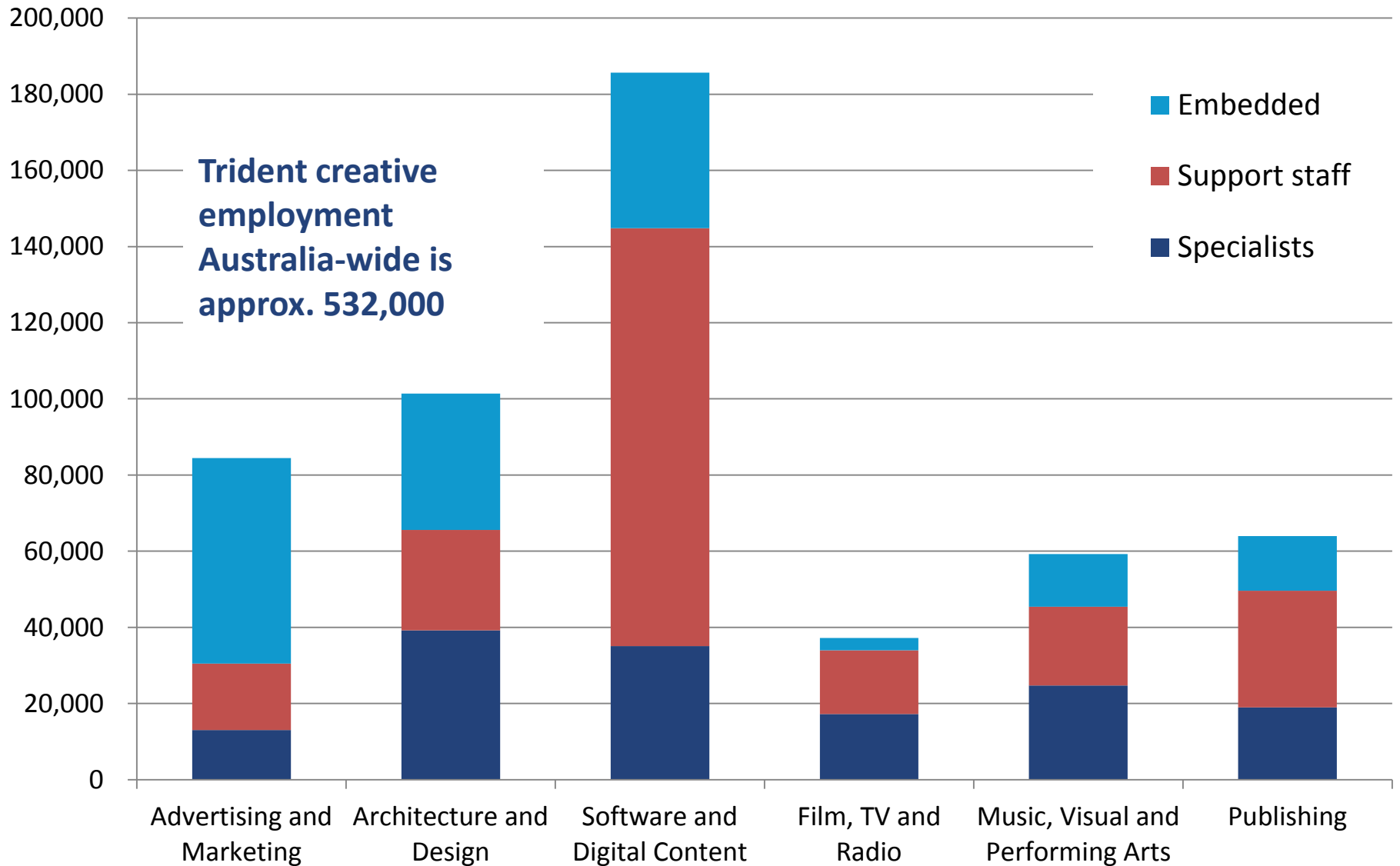
Source: SC Lennon & Associates and CCI using ABS Census data

Australia's Creative Employment by Segment, 2011

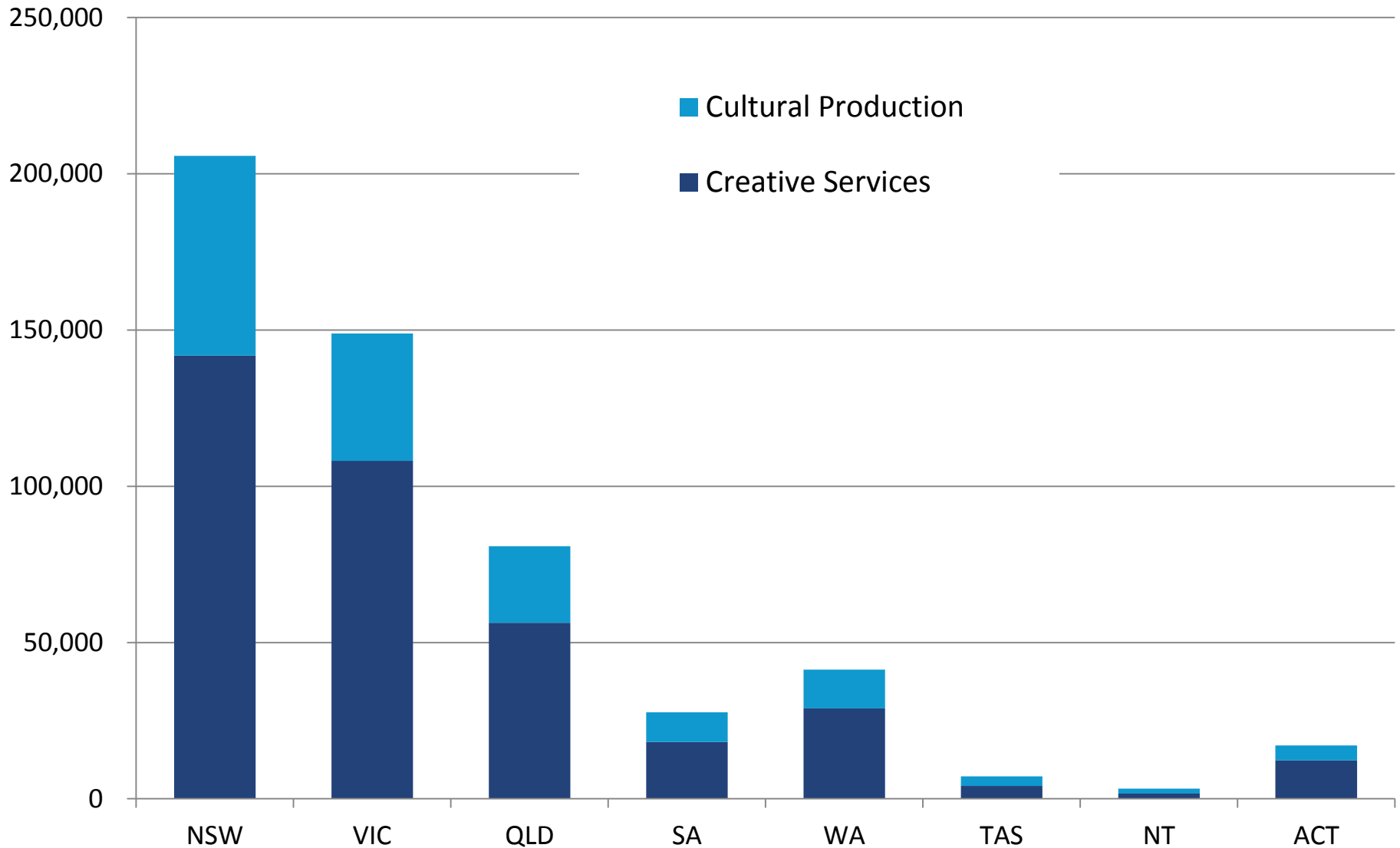


Source: SC Lennon & Associates and CCI using ABS Census data

Australia's Creative Employment by Segment and Activity, 2011

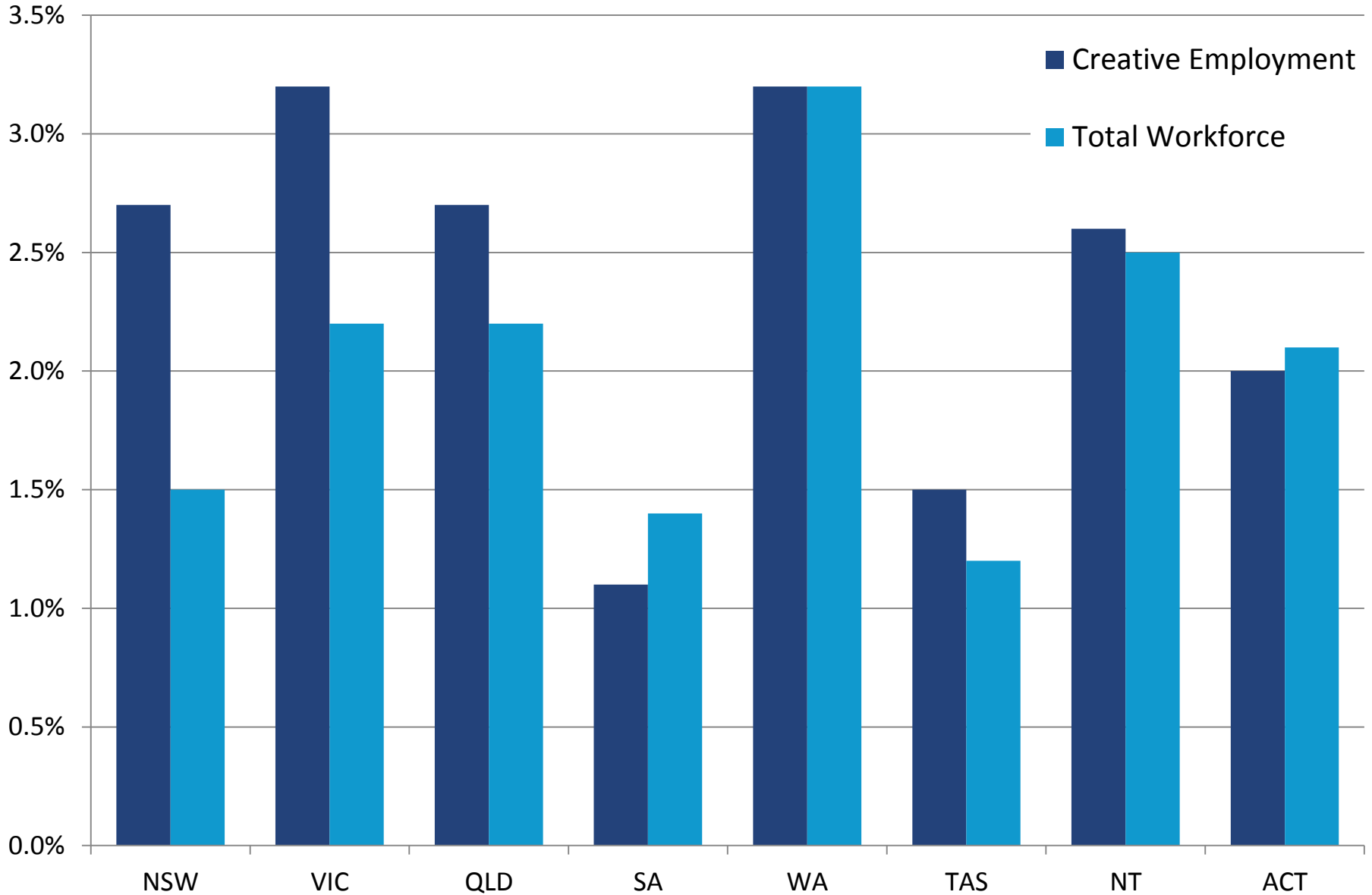


Australia's Cultural Production and Creative Services Employment by State/Territory, 2011

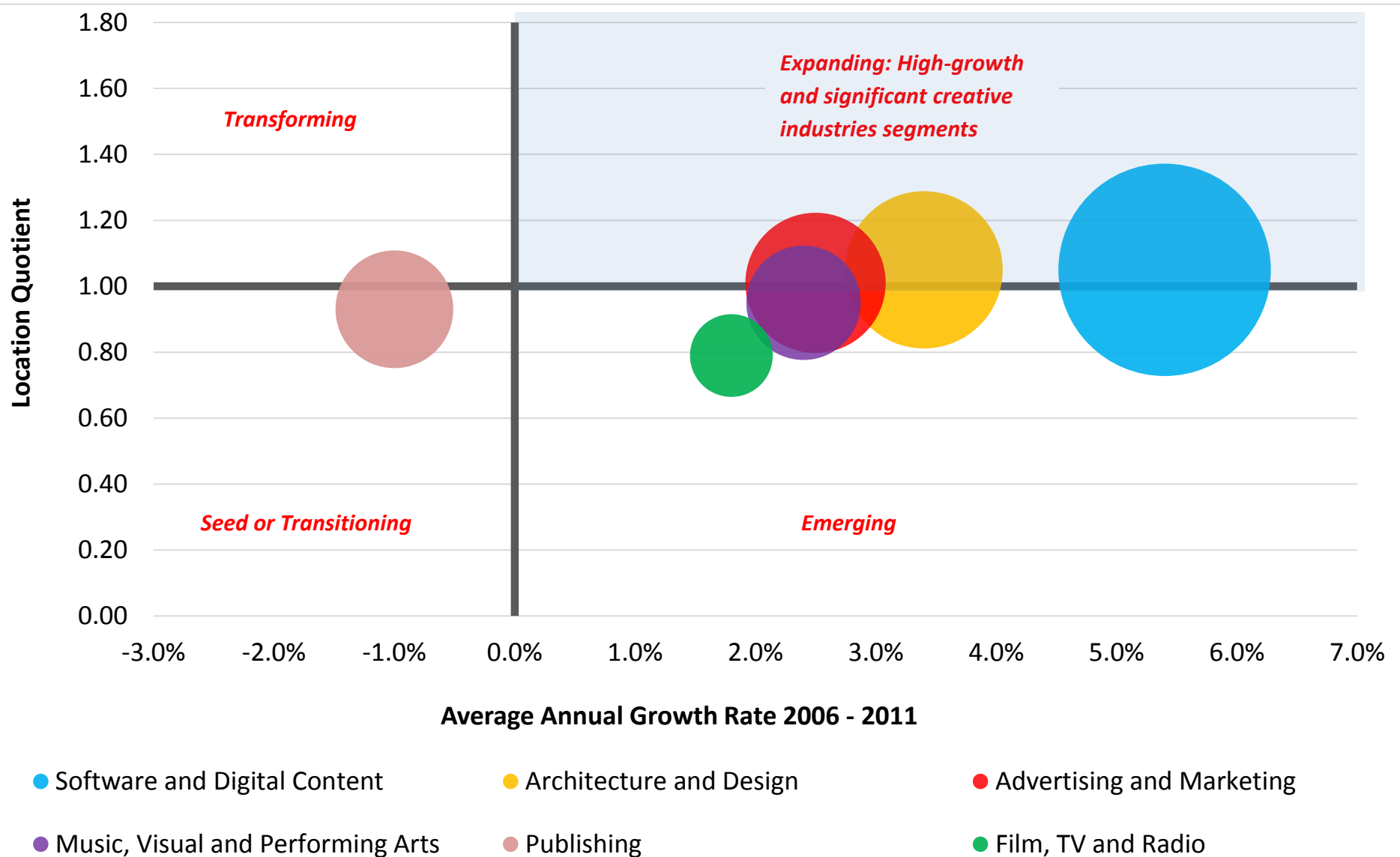


Source: SC Lennon & Associates and CCI using ABS Census data

Creative Employment Growth by State/Territory, 2006-2011



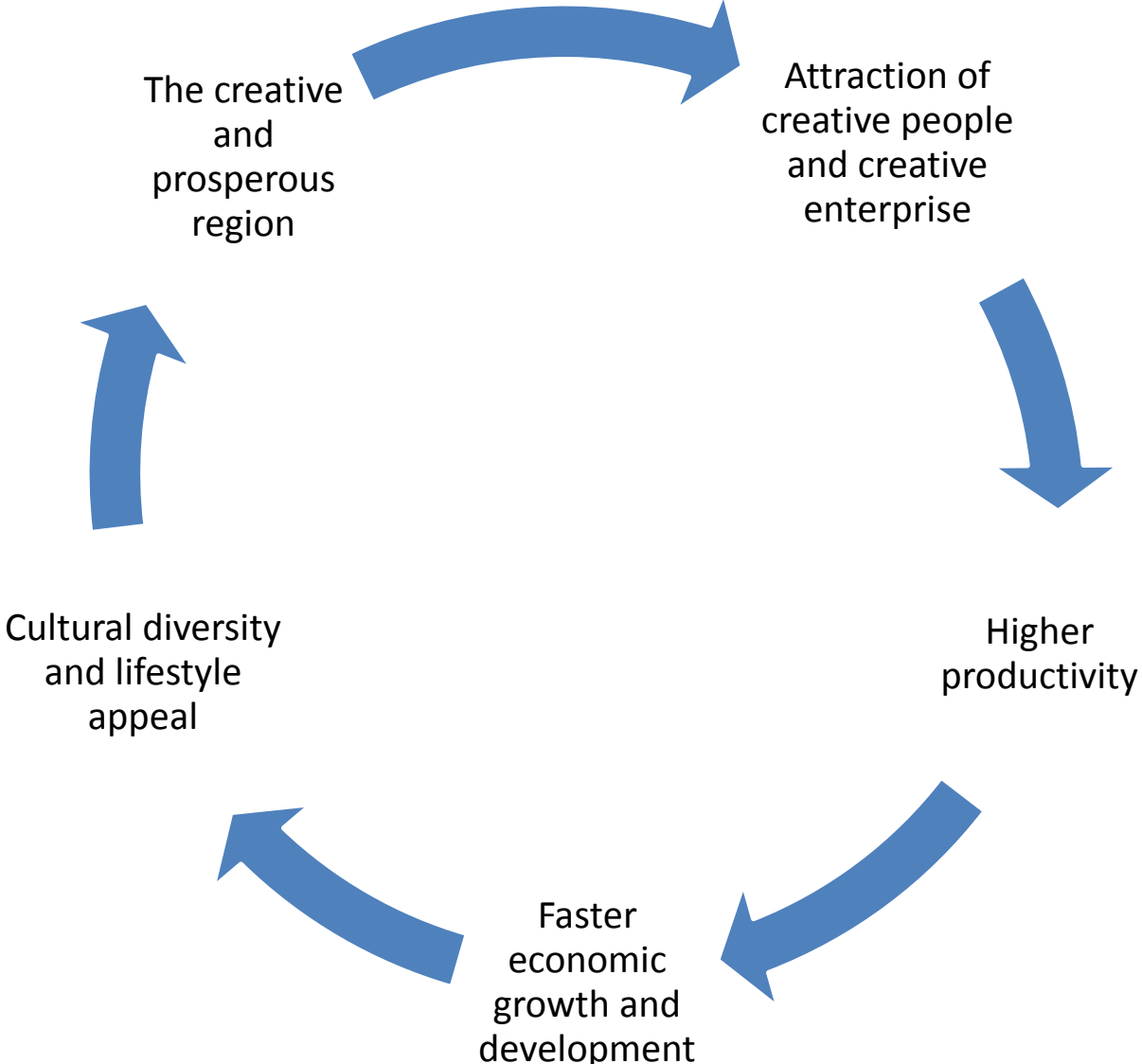
Creative Segments Employment Growth and Share, Victoria



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



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.

Thank you



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