

About the Creative Industries sector

“This is where I want to work and I couldn’t hope to work anywhere more fulfilling.”

Richard Taylor, about working at Weta workshops



The Creative Industries Pathway is for those people who work or study in visual and performing arts as artists or technicians, or in the design and development of products, including communications. This pathway also includes those who work in film and digital technologies and in events development and management, including heritage and cultural advice. Māori and Pacific culture and identity is fully represented in this pathway.

The role of creative design and communications across all pathways

Many arts-related businesses are connected with large industries in film, television, or design. Most people who have creative talents are in small businesses where using their imagination while being adaptable and responsive to others is the key to success. All organisations and businesses need effective communications to market and support their services so promotion, marketing, public relations, and advertising are essential across most industries. High quality verbal, visual, written, graphic, and web-related design and communications skills are needed by all sectors. Your chances of working in one of these roles will be strengthened by your design skills, your cultural awareness and knowledge, and your understanding of what gets through to people using music, visual imagery, and words, drama, humour, and movement. Creative jobs such as those in architectural, graphic, interior, landscape, environmental, furniture, and industrial design are found in the Construction and Infrastructure and Manufacturing and Technology Pathways. Creative communications roles are also in high demand across the Services and Social and Community Services Pathways.

What’s the work like?

This sector is all about using your creative skills and imagination to help people see the world differently. Coming up with new ideas is exciting. Sometimes you will need to analyse problems and come up with

solutions and at other times fresh ways to express existing concepts or ideas. Creative Industries is a specific term we use to define industries that have their origin in individual or collective creativity, skill, and talent. These industries have the potential to create wealth and jobs through generating and exploiting intellectual property. In this sector you could be at the forefront of using moving images and digital technologies to communicate ideas and to deliver products and services in exciting ways. Combining cultural and indigenous knowledge with artistic and technical skills is also possible in this sector. You may already be using social media to explore your creative skills or applying those skills to help get a band, dance, or theatre group off the ground. Your career is likely to be varied. Roles and jobs often call for both big-picture thinking and attention to detail. Successful people in this sector apply their talents across different fields, because to thrive, you will need to make sure there is a market or an audience for your creative ideas and unique skills. To make a living in this sector you will need to be resourceful and determined, and resilient dealing with change or disappointment. You may work or practise your creative skills by yourself, although more often you'll be part of a team. You may find yourself resolving technical, artistic, and personally challenging problems. You will need to understand and respect cultures and traditions. At times you may challenge the perspectives of others through your work. Through working in the creative industries you really can make a difference to individuals, whānau, hapū, iwi, communities and the world at large.

What's great about this sector?

There is tremendous personal and creative satisfaction to be found working within the creative industries and your challenge will be making sure you can earn a living while having fun! It's a constantly evolving sector. Career opportunities range from generating creative projects within local communities to leading innovation inside international companies. Your skills are transferable across the other five pathways as well. There are many opportunities to make new discoveries, to travel with performance-based events, to work with other passionate people, and through arts-related projects, to challenge the way people see themselves. While some individuals are very skilled and excel in arts or design fields, many people in creative industries find great satisfaction working within projects or behind the scenes to support the performers.

MĀORI ARTS WITHIN NEW ZEALAND

Jobs requiring te reo Māori and/or kaupapa/tikanga Māori awareness continue to grow, along with a strong, contemporary Māori arts scene. One of the organisations leading this growth is Toi Māori Aotearoa. For more information, including subsidiary companies check out:

- [Toi Māori Aotearoa - Māori Arts New Zealand](#)
- [Māori Art Market](#)

Why is this sector important?

People in this sector help us to discover and communicate who we are and the things we value as human beings, as world citizens, and as Kiwis. They tell our stories. People in creative industries also help us as

New Zealanders to understand and communicate our cultural diversity and our bicultural and multicultural past and present. They may become cultural ambassadors for New Zealand. People in creative industries help shape for the future how we will see and present ourselves when we engage with ideas and issues as citizens of New Zealand and members of the global community.

Will this sector suit me?

“I get to play all day and come up with ideas. What more fun could I have?”

Hayden, online games creator



What qualities will I need?

The creative industries will appeal to people:

- with creative talent and skills who bring a passion to their work and want to apply their ideas to practical projects, and
- who want to help with the planning, production, and distribution of creative projects.

There are many opportunities to learn on the job whilst also showing initiative. A good dose of common sense will help along with a sense of humour. Adapting your ideas to solve problems creatively across a range of contexts may be your most important asset.

Communication skills are important, and it's not enough to have just your own ideas. You will need to really listen to others. You will need to master what a brief is so you understand the expectations for your role from clients, customers, directors, or collaborators in any project. You'll need to be able to develop critical as well as creative thinking skills and have techniques to effectively express and convey concepts, emotions, and stories.

Appreciating the arts of different cultures and traditions is important in this sector and you will be keen to experience many different arts projects, productions, and programmes to learn more about how people tell their stories.

What key competencies do employers look for?

The key competencies you have practised at school and in the community will serve you well in the work place. Employers are looking for people who can demonstrate the following skills.

USING LANGUAGE, SYMBOLS, AND TEXTS

- You will need to communicate ideas using words, numbers, notation, codes, images, and movements skilfully. You will also need to know about and use procedures, policies, and business documents effectively.

MANAGING SELF

- You will be expected to have self-respect, presenting yourself well to others. You'll also be expected to be proactive and resourceful, able to get to where you are meant to be at the right time.
- You'll be able to use tools, technologies, and skill sets in your chosen discipline/s effectively and knowledgeably.
- You'll manage your money and look after equipment correctly.

THINKING

- You can make sense of information, ideas, and experiences, and you'll ask questions when you need more information.
- You'll confidently use your curiosity and imagination to explore new ways of doing things.
- You'll think critically about how to solve problems.
- You'll learn about how to use an ever increasing range of tools, technologies, and skills.

RELATING TO OTHERS, AND PARTICIPATING AND CONTRIBUTING

- You'll be able to actively listen, making connections with others, and creating opportunities for others.
- You'll communicate your ideas effectively in a friendly and professional manner.
- You'll work as part of a team, able to accept and respond positively to feedback.
- You'll enjoy working constructively to a brief, which describes what the client is wanting to achieve.

Jobs in the Creative Industries

“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they really didn’t do it, they just saw something. It seemed obvious to them after a while. That’s because they were able to connect experiences they’ve had and synthesise new things.”



Steve Jobs, co-founder, Apple

WHAT WORK COULD I DO? »

Find out what type of work you could do, and what roles you could end up in if you took the Creative Industries pathway.

You may be self employed with several jobs on the go at the same time. Along with your own creative activities, these make up your income. On the other hand, you could be working in a small business as an employee, or on a short term contract.

Examples of jobs include:

- actor, musician, singer, dancer
- film maker, photographer, technician
- writer, composer, editor, stylist
- curator, exhibition manager
- designer, including graphic, animation, and CGI, computer gaming, architecture, costume, stage and set, lighting and sound, advertising and branding, industrial, interior, and fashion
- technician, including sound, lighting, props, stage and set, makeup
- visual artist, sculptor
- ngā toi and pasifika practitioner, kaiako, kaiāwhina
- director, producer, content manager, publisher
- event co-ordinator, arts business manager (kaiwhakahaere), arts leader, cultural advisor, organiser.

In the Creative Industries, some employment is available through arts organisations that develop and provide regular or one-off events, seasons of work, tours, and festivals. For more information regarding jobs in this sector, take a look at the [job profiles for the creative industries sector](#).

So, where might I end up?

You could start off in a creative role as part of a team and work your way through to being a film producer or an event manager. As well as being hard working and talented, you might also be in the right place at the right time and go on to become a famous musician, designer, writer, actor, director or artist! You may maintain consistent employment in your chosen field in the creative industries, or find yourself loving the challenge of using your talents and skills across many fields.

SELF EMPLOYMENT AND PROJECT WORK »

Being a small business owner could be a great way to make a living in this sector. While starting a business is risky, it can also be very rewarding.

You will need to develop your own basic accounting, marketing, project management, and self-promotion skills. For practical advice and support see the following organisations:

- [Start your own business – Work and Income](#)
- [New Zealand Government Grants & Loans – The New Zealand Small Business Assistance Centre](#)

Project-based work

Much of the work in the creative industries is project based, so a good understanding of project management is essential, especially if you are self employed. It is likely you will need to source and manage many projects over the course of a lifetime when working in the creative industries.

Fundraising for self initiated projects can find you competing for money. You may already have entered local or national competitions. Individuals and businesses must be able to write strong applications. Take a look at options such as crowd-funding through websites like [Pledge Me](#), [Givealittle](#), [Kickstarter](#) and [Boosted](#), or websites that advertise projects, such as [The Big Idea | Te Aria Nui](#) and [Freelancer](#). Some activity in this sector comes from successful applications for funding from [Creative New Zealand](#), [New Zealand On Air](#) and the [New Zealand Film Commission](#). For further information about contestable funding, check out the following:

- [Ministry of Culture and Heritage](#)
- [Toi Māori Aotearoa – Māori Arts New Zealand](#)
- [Tautai – Guiding Pacific Arts](#)

JOB PROFILES FOR THE CREATIVE INDUSTRIES SECTOR »

Browse listings of jobs, link to information on the Careers New Zealand website, and see what level of qualification you might need for different jobs in this sector.

There are a huge number of roles and occupations available in this sector, ranging from entry level through to high level.

NCEA level 2 is the minimum you need for entry level jobs or apprenticeships. This gives you a good foundation in the skills and competencies you will need to go further. For other roles, you'll definitely need to further your education after school by undertaking tertiary study or training on the job.

More information about all the roles listed here can be found on the [Careers New Zealand website](#), along with key information about the job, what it pays, and current opportunities.

To find out the pay, prospects, and study costs of a number of jobs you can also check out the [Occupation Outlook](#).

The asterisks in the following table show the level (or levels) of qualification usually associated with the role.

Sometimes you need a specific qualification to get into a job, but in many areas you can work towards higher qualifications by learning on the job. Check out the [job profiles on Careers NZ](#), or talk to your careers advisor to find out more. (*Job roles with an asterisk are in the Creative Industries but detailed qualification and salary information may not be listed for that specific role on the Careers New Zealand website.)

	2	3–4–5	5–6	7	8–10
	NCEA LEVEL 2	CERTIFICATE	DIPLOMA	DEGREE	POSTGRADUATE DEGREE

Actor			*	*	
Advertising Specialist	*	*	*		
Advertising, Sales or Marketing Manager		*	*	*	
Animator/Digital Artist			*	*	*
Architect				*	*
Architectural Technician			*		
Archivist					*
Arranger *			*	*	
Art Director (Film/Television/Stage)		*			
Artist		*	*	*	*
Artistic Director		*			
Assistant Stage Manager/Production Assistant	*	*	*		
Audio Engineer*			*	*	
Audio Visual Systems Design*	*	*	*	*	
Author	*				
Body Artist		*	*		
Box Office Manager*	*				
Clothing/Costume/Fabric/Accessories/Shoe Designer		*	*	*	*
Clothing Pattern Maker	*	*	*	*	
Chief Executive/Managing Director	*	*	*	*	
Composer*	*	*	*	*	*
Conservator					*
Copyist*					

Copywriter	*	*			
Costume Designer		*	*	*	
Creative Director/Art Director			*	*	*
Curator					*
Dancer/Choreographer/Dance Teacher			*	*	
Director (Film/Radio/Television/Stage)		*	*		
Editor			*	*	
Entertainer					
Entertainment Rigger*	*				
Events Coordinator /Events Manager	*	*	*	*	
Exhibition Designer*					
Exhibition Project Manager*					
Exhibition Technician	*				
Film /Television Camera Operator	*	*			
Film and Video Editor	*	*			
Furniture Designer				*	*
Game Developer				*	*
Graphic Designer		*	*	*	*
Graphic Pre-Press Worker	*	*			
Historian				*	*
Illustrator*			*	*	
Industrial Designer				*	*
Interior Designer			*	*	*
Jeweller		*	*		

Journalist			*	*	
Landscape Architect			*	*	*
Lighting Designer*	*	*	*	*	
Live Sound Design*		*	*	*	
Mac Operator *					
Marketing Specialist				*	
Make-up Artist		*			
Media Producer (Film/Record/ Stage/Television)	*				
Musician	*	*	*	*	*
Naval Architect/ Boat Designer				*	*
Performing Arts Administrator	*	*	*	*	
Photo Retoucher	*				
Photographer	*	*	*	*	*
Playwright	*		*	*	
Producer/Media Producer					
Production Assistant (Film/Television/Radio/Stage)	*				
Production Designer*					
Production Manager*		*	*		
Properties (Props) Construction/Design	*	*	*	*	
Public Relations Professional	*	*	*	*	
Publishing		*	*	*	
Radio Presenter		*	*	*	
Screen Printer		*	*	*	
Scriptwriter	*		*	*	

Session Musician	*	*	*		
Set Construction	*	*	*		
Sewing Machinist		*			
Signmaker		*			
Sound Technician	*	*			
Stage Manager*	*	*	*		
Stage/Set Designer*	*	*	*	*	*
Stonemason	*	*	*		
Stuntperson	*				
Technical Manager (Stage & Events)	*	*	*	*	
Technical Operators (Live Sound/Lighting/AV)	*	*	*	*	
Technical Writer	*	*	*	*	
Television Presenter	*				
Tour Manager*	*	*			
Venue Technician*	*	*	*		
Visual Merchandiser	*				
Wardrobe Assistant*	*	*	*	*	
Wardrobe Manager*		*	*	*	
Web Designer		*	*	*	
Web Developer			*	*	
Website Administrator	*				