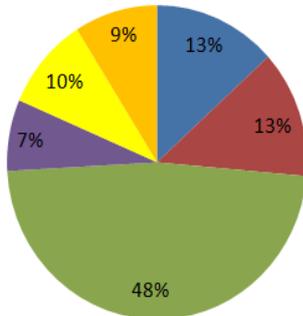




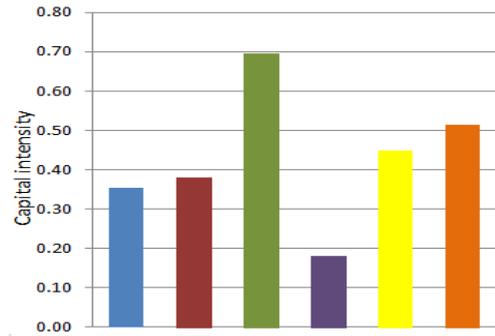
Creative Industries

Proportion of GDP productivity across the Vocational Pathways measured by GDP from labour (per person) for 2015



- Services
- Manufacturing & Technology
- Primary
- Social & Community Services
- Creative (including Recreation Services)
- Construction & Infrastructure

Capital intensity measured as the share of GDP which is attributable to capital, in each Vocational Pathway



Source: Infometrics

- **Total GDP 2015: \$219,529m**
- **Creative Industries (including Recreation Services) share of GDP: \$3,073.41m**

National contribution to economic growth 2005-2015 (\$M)

- Creative Industries contributed towards the \$19,903m of economic growth provided from the 'All other industries' category

National contribution to top 50 employing industries in NZ in 2015

- Creative Industries (along with Manufacturing and Technology) contributed towards the 38,086 jobs in Computer Systems Design and Related Services
- Creative Industries contributed towards the 1,060,114 jobs across 'all other industries' (these jobs are not included in the top 50).

Source: Infometrics

Vocational Pathways Awards 2014

- 11,795 awards in 2015 – 67% of NZ total

Trades academies places across NZ in 2016

- 38 non-trades places – 0.6% of total numbers
- 37 non-trades places – 0.6% of total numbers

Type and number of Creative Industries programmes across Trades Academies in 2015

- Visual Arts / Creative Tech / Music (Audio) (8)
- Performing Arts (5)
- Fashion (4)

Valued skills can include

- demonstrating skills in visual or performing arts as artists or technicians
- demonstrating understanding and skills in design and development of products
- developing communications skills for marketing and promotion, public relations or advertising
- demonstrating skills in events development and management
- displaying skills and understanding in film, television and digital technologies
- demonstrating skills in understanding and appropriately using cultural and heritage knowledge
- demonstrating understanding of Māori and Pacific culture and identity, and the skills to engage across cultures

Vocational Pathways provide a framework for learner engagement, skill development, work experience and progression.

Youth Guarantee initiatives provide a set of tools and resources to address learner needs in the most appropriate ways.

Creative Industries have their origin in individual or collective creativity, skill, and talent. New Zealand's creative industries enjoy a great deal of international success, and a career in creative industries can offer many specialisations and rewards.





Creative Industries

What work is available?

In this sector it is common to be self employed with several jobs on the go at the same time. Along with your own creative activities, these make up your income.

There are also jobs available in small businesses as an employee, or on short term contracts.

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.

Link to jobs listed in Creative Industries Vocational Pathway

<http://www.youthguarantee.net.nz/vocational-pathways/the-six-vocational-pathways/creative-industries-pathway/jobs-in-the-creative-industries/>

*I'm passionate about design.
My path is Yellow.*



What industries are there?

While there are fewer large industries in this sector, than other pathways, being a small business owner can be a great way to make a living in this sector.

Industries include:

- Design (graphic, interior, industrial, animation, CGI, gaming etc)
- Architecture
- Events management
- Film and television
- Advertising & Communications
- Publishing
- Exhibition and curation
- Performance and technical presentation

For further careers information go to

Youth Guarantee
youthguarantee.net.nz

Careers NZ
careers.govt.nz/

Occupational Outlook
mbie.govt.nz/info-services/employment-skills/labour-market-reports/occupation-outlook

Ezra Taulamana, Hagley College



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