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## Auckland's creative industries - key facts 2007

With its wealth of talented and highly creative people and businesses, without a doubt  
*Auckland is the home of New Zealand's creative industries.*

The Auckland region, including Auckland city (which accounts for half of the region's employment) is essential to New Zealand's economic future. And when it comes to the creative industries, Auckland is New Zealand's major host.

The Auckland region has half of the nation's creative sector jobs. Of all the cities in New Zealand, Auckland city has the highest number of people employed in the creative industries.

### **The creative sector in Auckland city is sizeable and significant**

The creative sector has approximately 13,100 employees located in Auckland city. This equates to 4.3 per cent of the city's total employment. In comparison, the creative sector accounts for 1.9 per cent of total national employment. In Auckland city, the creative sector is similar in total employment size to the construction industry.

### **Creative sector employment is concentrated in three sub-sectors**

The **design** sub-sector (made up of advertising, architecture and graphic design) contributes 5250 employees. It is the largest source of employment in the creative industries, followed by the **screen production and radio** sub-sector (film, television, video and radio), with 3580 employees, and the **publishing** sub-sector (comprising newspaper, book and periodical publishing) which has 3154 employees. These sub-sectors make up over 90 per cent of total creative sector employment in Auckland city.

### **Auckland city is a significant centre of the region's creative sector employment**

The majority of creative sector activity in the Auckland region occurs in Auckland city, with 79 per cent of the region's creative sector employment.

### **Auckland city is a significant centre of New Zealand's creative sector employment**

Of all New Zealand's cities, Auckland city has the largest number of people employed in the creative industries. Of New Zealand's creative sector workforce, 39 per cent is located in Auckland city, compared with Auckland city's 17 per cent share of New Zealand's overall workforce.<sup>1</sup>

### **Growth in New Zealand's creative sector employment has primarily been concentrated in Auckland city**

Employment in the creative industries in Auckland city between 2000 and 2006 grew at nearly three times the national creative sector growth rate.

### **The creative sector in Auckland city is a significant contributor to GDP**

The creative sector's stand-alone contribution to Auckland city's GDP (Gross Domestic Product) is estimated at over \$1.7 billion for 2006, which is 7 per cent of the city's total GDP. The creative sector is also an enabler of economic activity in other sectors.

### **Auckland city plays a specialised role in the regional economy**

Auckland city provides 75 per cent of the region's finance and insurance jobs, 81 per cent of information communication technology (ICT) jobs, 79 per cent of the creative industries (design, screen production and radio, publishing, visual arts/crafts, photography, performing arts and music), 71 per cent of communication services, and 68 per cent of regional employment in property and business services.<sup>2</sup>

### **Auckland city is a dominant economic player both regionally and nationally.**

Auckland city remains the business centre of New Zealand.

The city provides jobs for 306,876 people, which is 51 per cent of the region's employment.<sup>3</sup>

To read *Snapshot: Auckland's creative industries research report*, go to:

[www.aucklandcity.govt.nz/council/documents/snapshot](http://www.aucklandcity.govt.nz/council/documents/snapshot)

To read *Blueprint: Growing Auckland's creative industries action plan*, go to:

[www.aucklandcity.govt.nz/council/documents/blueprint](http://www.aucklandcity.govt.nz/council/documents/blueprint)

This is a summary of the findings in *Auckland's creative industries: The numbers 2007*. Unless otherwise noted, all figures are from the report, which is available to download at <http://www.aucklandcity.govt.nz/auckland/economy/creative/keyfacts.asp>

<sup>1</sup> Statistics New Zealand 2006, Auckland City Council 2007.

<sup>2</sup> Auckland City Council Employment Report, 2006

<sup>3</sup> Auckland City Council Employment Report, 2006