

Hon Carmel Sepuloni

Minister for Arts, Culture and Heritage

cc **Hon Willow-Jean Prime, Associate Minister for Arts, Culture and Heritage**

AIDE MEMOIRE: ARTS AND CREATIVE SECTOR ECONOMIC PROFILE CHANGES

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Purpose

- 1 This aide memoire is to advise that Manatū Taonga has made some changes to its sector economic profiles which measure a range of sector employment, business and productivity characteristics. These changes are the addition of job and business codes into the main Arts and Creative Sector profile, a change to how employment is modelled in the Māori Arts and Creative sector profile, and the addition of a new Arts profile.
- 2 Manatū Taonga will use the new and revised figures in sector and wider public communications. The key changes that you will need to make in your future communications about sector economic value are noted.

Background to Manatū Taonga sector economic profiles

- 3 Since 2020, Manatū Taonga has measured the economic characteristics of the arts and creative sector using custom profiles of business and employment data supplied by Infometrics Ltd. These profiles more closely represent the sector than the standard StatsNZ Arts and Recreation profile.
- 4 The profile draws on government employment and business data using standard occupation (ANZSCO) and industry (ANZSIC) codes. Manatū Taonga has previously made minor revisions to the profile codes and developed three sub-profiles – Māori Arts and Creative Sector profile, Media profile, and Libraries and Archives profile. In early 2023 Manatū Taonga upgraded the profiles to enable more analysis at region and territorial authority (TA) levels.
- 5 Each profile reports annual data to March 31st. The latest annual data (excluding forecasts) is to March 2022.

New industry and occupation codes in the main Arts and Creative Sector profile

6 Manatū Taonga has completed a refresh of the Arts and Creative Sector profile with Infometrics by adding further StatsNZ occupation and industry codes. These are mostly in the media and heritage areas (see below).

New industry (ANZSIC) codes in the Arts and Creative Sector profile:

- Newspaper Publishing
- Motion Picture and Video Distribution
- Radio Broadcasting
- Free-to-Air Television Broadcasting
- Cable and Other Subscription Broadcasting
- Internet Publishing and Broadcasting
- Video and Other Electronic Media Rental and Hiring
- Arts Education
- Performing Arts Venue Operation

New Occupation (ANZSCO) codes in the Arts and Creative Sector profile:

- Arts administrator or manager
- Cinema or theatre manager
- Archivist
- Gallery or Museum curator
- Conservator
- Historian
- Community arts worker
- Gallery or museum technician
- Light technician
- Make-up artist
- Sound technician
- Television equipment operator
- Gallery or museum guide
- Librarian (also added to Libraries and Archives profile)
- Library assistant (also added to Libraries and Archives profile)
- Library technician (also added to Libraries and Archives profile)
- Archaeologist

7 These additions have increased the total number of jobs, businesses and GDP contribution of the sector to March 2022 as follows:

Arts and Creative Sector profile characteristic	New profile result to March 2022	Previous profile result to March 2022
GDP to March 2022	\$14.914 billion (4.17% of NZ's total GDP)	\$12.920 billion (3.6% of NZ's total GDP)
12-month GDP increase to March 2022	10.0% (versus 5.3% for the total economy)	10.6% (versus 5.3% for the total economy)
Total employment (primary employment) as at March 2022	115,114 (4.3% of all NZ employment)	98,820 (3.7% of all NZ employment)
Five-year change in sector employment to March 2022	+8493 (+8.0%)	-
Number of business units	35,955 (5.7% of all NZ businesses)	31,115 (5.3% of all NZ businesses)

- 8 **It is important to note that these changes are due to a redefinition of the profile inputs, and not growth in sector economic performance.** The Arts and Creative Sector profile now represents a slightly larger component of the total New Zealand economy.

New Arts Profile

- 9 Another change is that Manatū Taonga has created an Arts profile. This profile concentrates on occupation and industry codes in core arts areas and excludes heritage, media and the broader creative sector which are part of the full profile.
- 10 The Arts profile shows some different characteristics to the overall profile. For example, Arts sector GDP is more sensitive to economic upturns and downturns, and average annual earnings (\$59,500) is significantly lower than the full Arts and Creative profile (\$71,200). The table below compares key data from the new Arts profile with the revised Arts and Creative Sector profile.

Sector profile characteristic	Arts Profile	Arts and Creative Profile
GDP to March 2022	\$2.762 billion (0.8% of NZ's total GDP)	\$14.914 billion (4.2% of NZ's total GDP)
12-month GDP increase to March 2022	16.7% (versus 5.3% for the total economy)	10.0% (versus 5.3% for the total economy)
Total employment (primary employment) as at March 2022	27,717	115,114
Number of business units	10,754	35,955

Changes to the Māori Arts and Creative profile

- 11 Infometrics has updated the way it models the Māori Arts and Creative sector, particularly the way that Māori occupation rates are applied to the model. This has led to a decrease in the March 2022 employment total in the profile to 10,754. Again, this is not a drop in employment performance but rather a change to the way the employment results are calculated in the model.

Comment

- 12 Appendix 1 provides 2000-2022 total employment, businesses and GDP data for the Arts and Creative sector profile, Arts sprofile, Arts and Creative – Māori profile. Appendix 2 contains full reports for the updated Arts and Creative sector profile, new Arts profile and revised Māori Arts and Creative sector profile as at March 2022.
- 13 The profiles have some limitations. They do not include some contractors or people who undertake secondary employment in the arts and creative sector. Also, the ANZSCO and ANZSIC codes do not fully capture some newer areas of creative employment and business activity, such as the gaming sector. The Māori Arts and Creative sector profile does not include the economic contribution of Iwi Māori organisations unless these are business units.

Next steps

- 14 Manatū Taonga will be sharing the data with sector agencies (e.g. Creative New Zealand) and in public facing reporting (e.g. Manatū Taonga Annual Report, BIM, Manatū Taonga website) from mid-September 2023, including noting the profile changes.
- 15 You should use the updated data in this aide memoire and the attached reports to communicate the economic characteristics of the Arts and Creative sector and its subcomponents.

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Daiman Smith

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Appendices

Appendix 1: 2000-2022 total employment, businesses and GDP results for Arts and Creative Sector profile, Arts Sector profile, Arts and Creative Sector – Māori profile

	Employment			Businesses			GDP		
	Arts and Creative	Arts	Arts and Creative - Māori	Arts and Creative	Arts	Arts and Creative - Māori	Arts and Creative	Arts	Arts and Creative - Māori
2000	76,067	16,803	7,128	17,537	5,407	1,536	\$6,537m	\$1,409m	\$607m
2001	77,814	17,270	7,302	17,506	5,356	1,536	\$6,797m	\$1,451m	\$635m
2002	80,096	17,984	7,456	17,774	5,376	1,549	\$7,306m	\$1,550m	\$678m
2003	82,470	18,518	7,616	18,817	5,634	1,624	\$7,913m	\$1,647m	\$730m
2004	86,673	19,209	7,950	20,953	6,237	1,794	\$8,419m	\$1,747m	\$772m
2005	90,349	19,561	8,199	22,397	6,616	1,902	\$8,731m	\$1,763m	\$790m
2006	92,498	19,808	8,314	23,634	6,981	1,988	\$8,965m	\$1,767m	\$800m
2007	94,827	20,282	8,615	24,406	7,211	2,082	\$9,261m	\$1,786m	\$835m
2008	97,689	20,997	8,935	25,344	7,478	2,193	\$9,760m	\$1,863m	\$884m
2009	98,327	21,100	9,101	26,057	7,692	2,293	\$9,621m	\$1,790m	\$880m
2010	94,967	20,837	8,931	25,924	7,578	2,316	\$9,528m	\$1,805m	\$888m
2011	95,427	21,324	9,058	26,191	7,539	2,364	\$9,801m	\$1,852m	\$918m
2012	97,141	21,865	9,325	26,461	7,639	2,420	\$9,979m	\$1,910m	\$946m
2013	97,914	22,202	9,487	26,842	7,666	2,480	\$10,143m	\$1,978m	\$970m
2014	98,725	22,404	9,499	27,670	7,820	2,545	\$10,656m	\$2,025m	\$1,009m
2015	100,853	22,866	9,667	28,501	8,007	2,614	\$11,209m	\$2,130m	\$1,060m
2016	103,006	23,572	9,815	29,248	8,222	2,679	\$11,873m	\$2,264m	\$1,117m
2017	106,621	24,763	10,096	30,296	8,595	2,767	\$12,013m	\$2,333m	\$1,111m
2018	108,820	25,707	10,281	30,701	8,770	2,795	\$12,314m	\$2,445m	\$1,133m
2019	110,679	26,645	10,444	31,577	9,071	2,864	\$12,948m	\$2,588m	\$1,194m
2020	112,097	27,344	10,584	32,833	9,615	2,970	\$13,548m	\$2,700m	\$1,249m
2021	110,928	26,958	10,391	33,297	9,768	3,009	\$13,564m	\$2,367m	\$1,228m
2022	115,114	27,717	10,754	35,955	10,754	3,254	\$14,914m	\$2,762m	\$1,358m

Appendix 2: Sector Profile Reports (as at March 2022)

- 2022 Sector Profile Arts and Creative
- 2022 Sector Profile Arts
- 2022 Sector Profile Arts and Creative – Māori