

DEPARTMENT OF ECONOMIC DEVELOPMENT,
JOBS, TRANSPORT AND RESOURCES

PAEC PRESENTATION CREATIVE INDUSTRIES

19 MAY 2015

Department of
Economic Development,
Jobs, Transport & Resources



THE CREATIVE INDUSTRIES IN VICTORIA

Economic contribution of Victoria's Creative and Cultural Sector

- **\$22.7 billion** in Gross Value Add – accounting for 8% of Victoria's economy
- Growing at almost double the rate of the broader economy
- **222,000** people employed
- **\$1.4 billion** in exports, primarily in services
- Cultural tourism contributes **\$1 billion**
- **70,000** volunteers, contributing **\$220 million** to the Victorian economy.

Cultural and Social contribution

- **9/10** Victorians (aged 15 and over) attended a cultural venue or event last year
- More than **10 million** visitors to our state-owned cultural institutions
- Creative activity contributes to liveability and innovation
- Benefits across a range of other domains - eg health, education, corrections, disability, mental health, indigenous, community development, social cohesion, public safety
- Intrinsic cultural value to individuals and society

PORTFOLIO KEY OBJECTIVES

To grow Victoria's creative and cultural economy

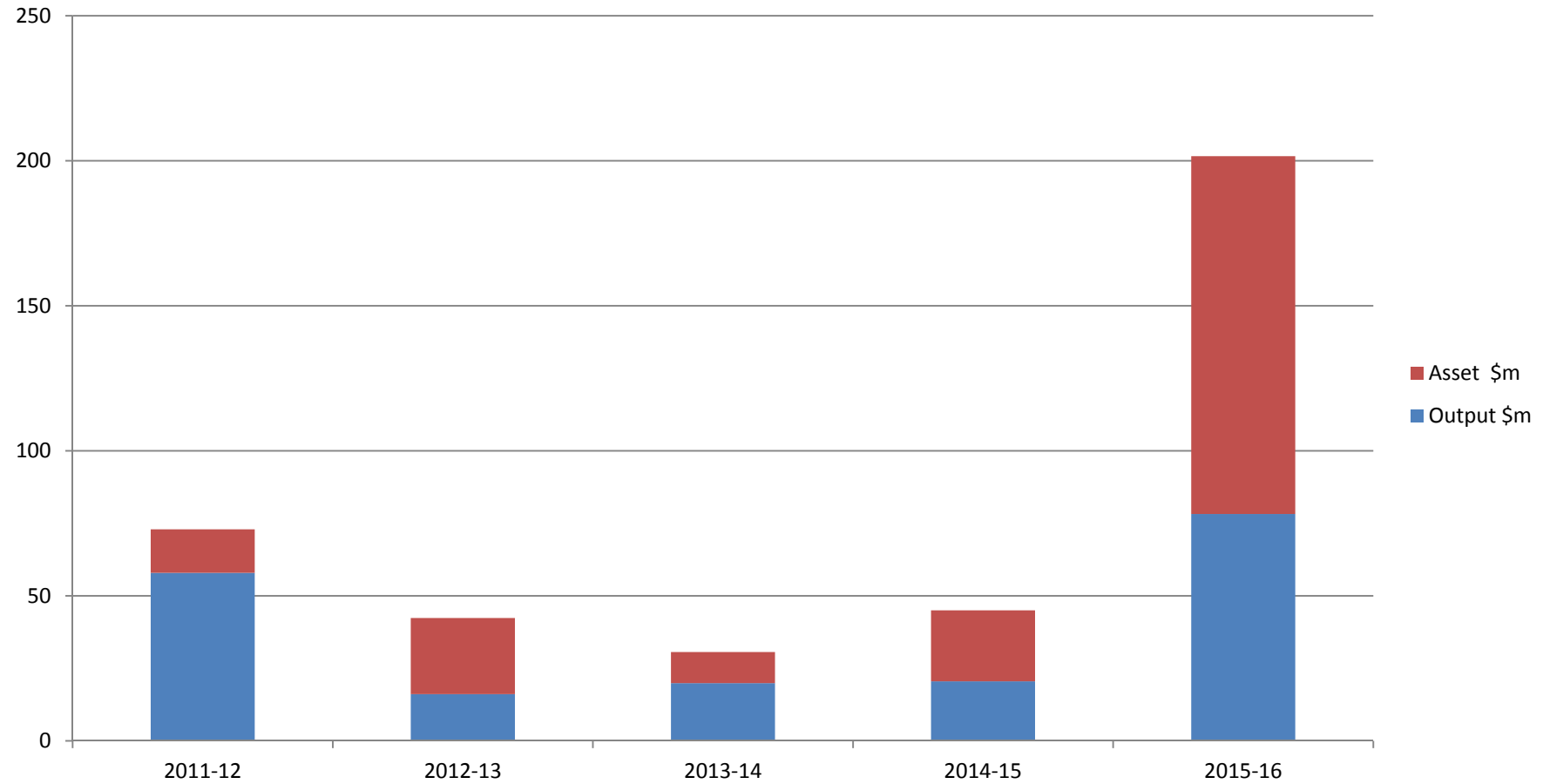
- Arts and Culture
- Screen
- Design

To maximise the public value of the creative industries

- Culturally
- Socially
- Economically

To nurture and retain Victoria's creative talent and develop local creative product

CREATIVE INDUSTRIES - NEW BUDGET COMMITMENTS 2011-12 TO 2015-16



BUDGET INITIATIVES FOR 2015-16

Asset Initiatives

State Library of Victoria Redevelopment
Geelong Performing Arts Centre Redevelopment
Museum Victoria Exhibition Renewal
Arts and Cultural Facilities Maintenance Fund

Total

\$55.4 million
\$30m million
\$18 million
\$20 million

Total

\$123.4 million

BUDGET INITIATIVES FOR 2015-16

Output Initiatives

	Total over four years
Music Works	\$12.18m
Investing in the Independent Arts Sector	\$26.48m
Building Cultural Impact in Regional Victoria	\$20.0m
NGV Summer Program	\$9.00m
Film Victoria: Strengthening the Screen Industry	\$3.50m
Connecting the World through Film	\$1.40m
Promoting Victoria's Design Strength	\$1.50m
Extending the Reach of Arts Centre Melbourne	\$2.00m
MRC: Presenting Diverse Music for Diverse Audiences	\$0.50m
SLV: Creating a Cultural and knowledge Centre	\$1.50m
House of World Cultures	\$0.15m
Total	\$78.20m

LOOKING FORWARD

Opportunities and Challenges

- Victoria's first creative industries strategy
- Exploiting new technologies
- Extending opportunities to all
- Building sustainable careers and businesses
- Developing, attracting and retaining talent
- Exploring new business models
- Strengthening Victoria's leadership, in the face of increasing competition