

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

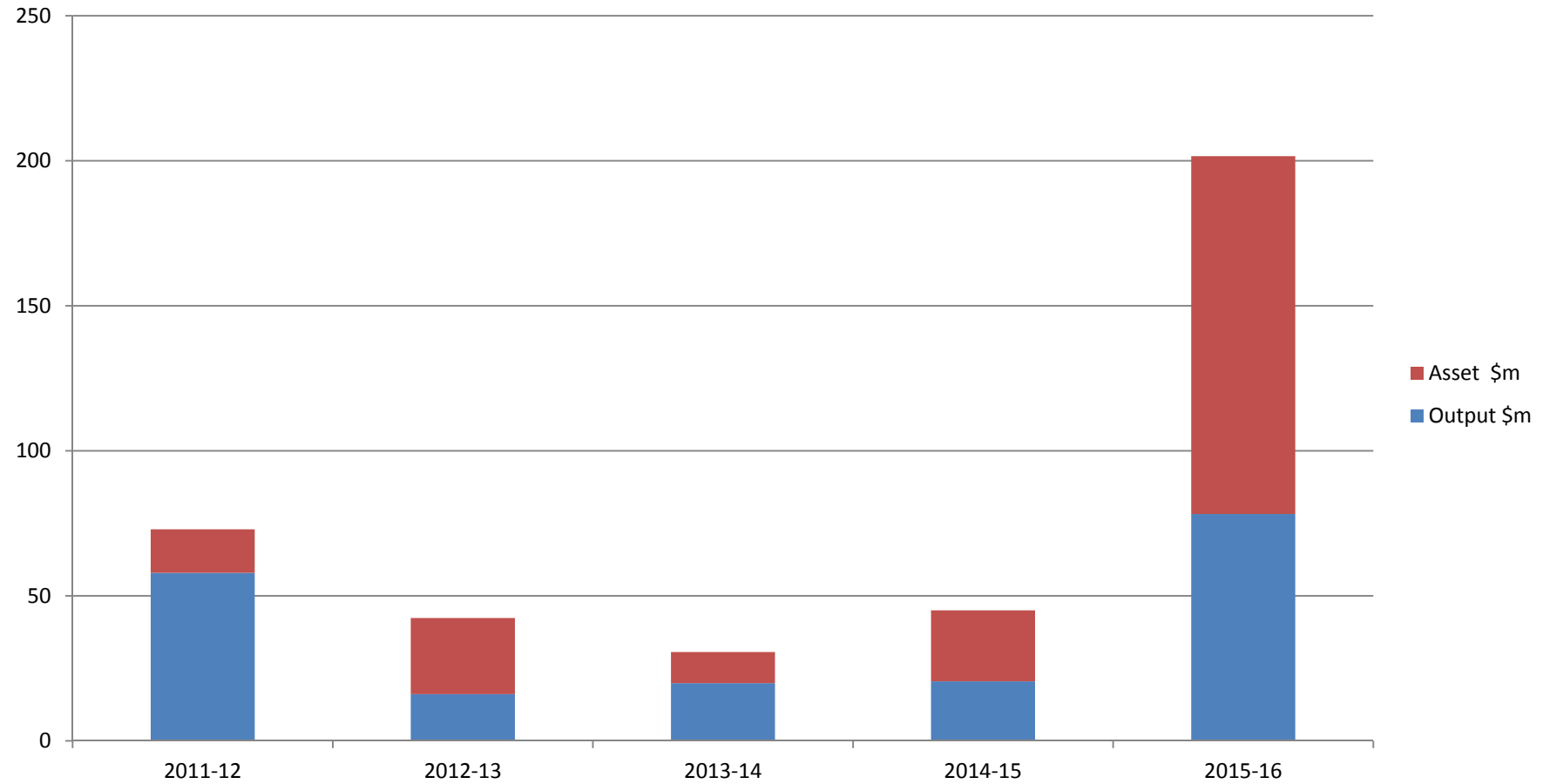
## **To maximise the public value of the creative industries**

- 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
<b>Total</b>	<b>\$78.20m</b>

# 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