

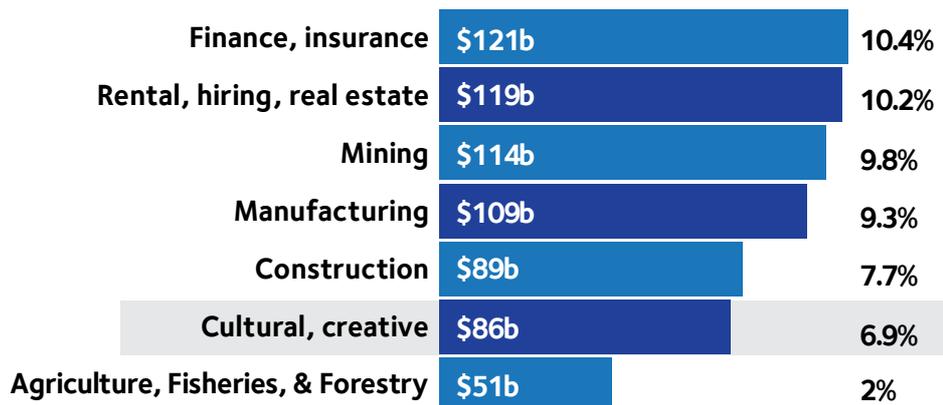
CAIRNS REGIONAL COUNCIL CREATIVE INDUSTRIES ANALYSIS

Creative and Cultural Industries - National Overview

According to the 2011 ABS statistics, Australia's creative and cultural industries contributed more than \$86 billion annually to the national economy – which exceeds the industries of agriculture, forestry and fishing; administrative and support services; and supply of essential services such as electricity; water; gas; and waste services.

According to the ARC Centre of Excellence for Creative Industries and Innovation (CCI), in 2011 a total of 531,000 people were employed in the cultural and creative industries – this represents 5.3 per cent of the national workforce. Employment grew by 70,000 from 2006-2011. This equates to growth of 2.8 percent per year – 40 percent faster than in the economy as a whole.

National Contribution to GDP



Source: ABS

CAIRNS REGIONAL COUNCIL CREATIVE INDUSTRIES ANALYSIS

Creative and Cultural Activity - Cairns City and Region

Tropical North Queensland Regional Economic Plan 2011/2031, clearly identifies the creative and cultural industries as a growing economic driver and a significant contributor to the local economy. The sector employs a higher percentage of creative individuals than the regional Queensland average. The field includes visual arts and crafts; architecture and design; photography; film and television; the performing arts; writing; publishing; media and journalism.

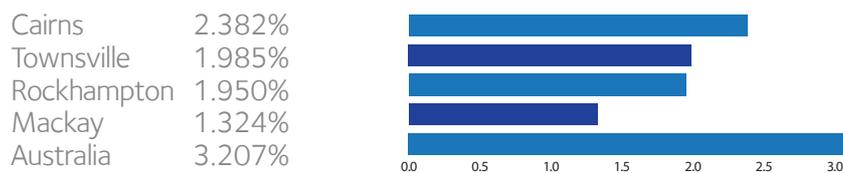
According to 2011 ABS census data the proportion of employment in Cultural and Creative Industries, at over 3%, is higher than the regional Queensland average in Agriculture, Forestry and Fishing; Essential Services; Mining and Information Media and Telecommunications.

Industry Sector of Employment, 2011 - Numbers employed in the Cultural and Creative Industries

Research carried out by Cummings Economics in 2014 for Cairns Regional Council, identified approximately 2,734 people were employed in the cultural and creative industries in the oblique Far North Queensland region. Comparisons with 2006 ABS census data indicates a 22% growth between 2006 and 2011.

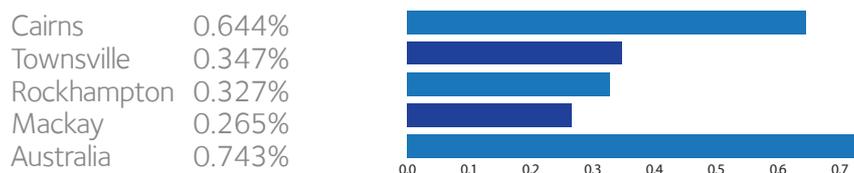
Comparisons with northern Queensland regional cities

As a proportion of the workforce, Cairns region has the highest proportion of people employed in the sector in comparison with other northern Queensland regional cities.



Areas of strength

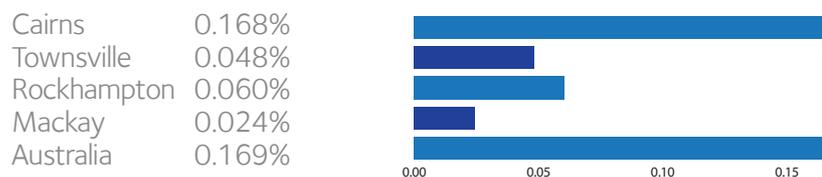
Among the other northern Queensland regional cities, Cairns ranks high in the core creative activities of film and video production; architecture and design, photography and creative artists, musicians, writers and performers.



CAIRNS REGIONAL COUNCIL CREATIVE INDUSTRIES ANALYSIS

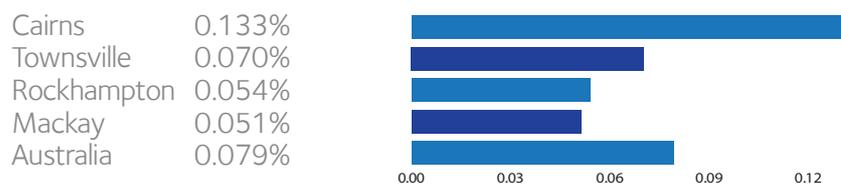
Creative Artists, Musicians, Writers and Performers

In comparison to other northern Queensland regional cities, Cairns has the highest proportion of creative artists, musicians, writers and performers, and is very close to the national average. ABS census data shows a pleasing 12% increase in this sector between 2006 & 2011.



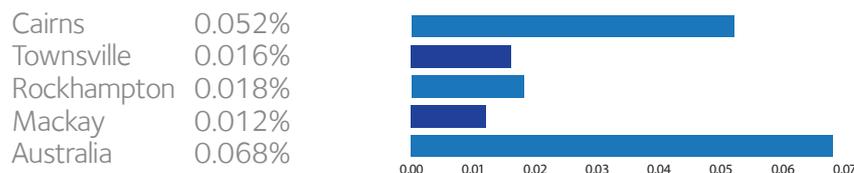
Professional Photographic Services

Professional photographic services are also very strong in the Cairns city. ABS census data shows a 17% increase in employment in this sector between 2006 and 2011. In comparison with national figures, Cairns is above the national average.



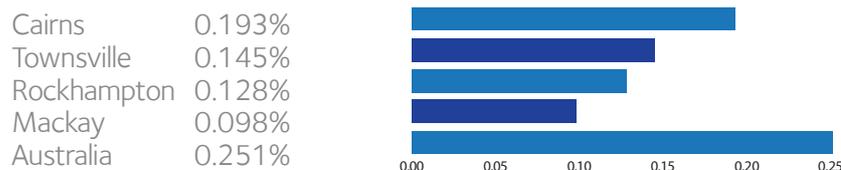
Film and Video Production

In comparison with other northern Queensland regional cities, employment in film and video production is well above the average.



Architectural Services

Although well ahead of other northern Queensland regional cities, architectural services in Cairns are below the national average.



Source: Cummings Economics 2014