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### NSW plans for creative industries future

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The NSW Government is planning for the future of the State's creative industries with the release of a report outlining the sector's economic contribution to NSW.

Minister for State Development Ian Macdonald said the report - "Creative Industry Insights" and its accompanying "Economic Fundamentals" - includes detailed economic data and analysis of a range of creative industries.

He said creative industries are economically important to NSW for four major reasons - they employ 5% of our workers, generate jobs at twice the rate of other industries, provide wages 18% higher than average, and NSW dominates almost all creative sectors.

"NSW is already the Australian leader in 10 out of 11 creative industry sub-sectors - design, publishing, advertising, architecture, visual arts, music, television, film, performing arts and radio," Mr Macdonald said.

"We're committed to growing these areas as well as going for gold in the high value 11th sector of electronic games.

"At a time of global economic turmoil, it is important that we work to strengthen our position in key areas or our economy such as creative industries."

Creative industries have become vital to global cities like Sydney. They create new business and job opportunities and develop and attract highly talented people. They also promote innovation across the economy and fuel cultural vibrancy.

More than 200 stakeholders were consulted in the preparation of the Insights report.

Options to enrich the sector could include more education and training, direct funding of creative activities, detailed and ongoing research and development of strategic growth opportunities and greater co-ordination of information and promotions.

Industry groups will be invited to take part in policy-setting workshops later this year to give advice on which areas the Government needs to focus on.

The Insights report is available at:  
[www.business.nsw.gov.au/innovation/projects.htm](http://www.business.nsw.gov.au/innovation/projects.htm)

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