

## Media Release

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WEDNESDAY 22 JANUARY 2014, EMBARGOED UNTIL 28 JANUARY 2014.

## NEW REPORT: GROWTH IN ARTS SECTOR REQUIRES SKILLS & TRAINING

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An eye-opening survey has found South Australia should position itself to take full advantage of promising signs of a resurgence in the Arts by ensuring we train and develop the next generation of skilled workers.

The Creative Futures Report, the first such comprehensive survey of the state's arts, creative and cultural sectors, reveals almost half of the businesses in the sector hope to create new jobs in the next three years, prompting industry leaders to call on the government to ensure training and development can respond to this surge in demand.

South Australia's arts sector already generates more than \$1.3 billion in revenue annually and employs more than 22,000 people with many of our state's major events and institutions enjoying significant growth.

The Creative Futures Report draws on surveys of 772 individuals and 164 businesses working in this important sector of the economy, to provide an outlook for the work force needs of the arts, creative and cultural industries in South Australia.

This survey has found one in three businesses in the arts, creative and cultural sectors are experiencing labour or skills shortages.

The Creative Futures survey found:

- Almost half (49%) of businesses plan to create new jobs in the next three years – this is expected to result in 1000 new fulltime jobs. The industry already boasts above average employment growth of 7.5% (the SA average is 5.3%) with almost three times as many people employed in the creative industries as the state's mining sector.
- The majority of new jobs will be in the areas of administration, creative and marketing. One in two businesses have experienced difficulty finding suitable applicants in these areas.
- 35% of creative businesses are facing or predicting skills shortages. Key areas of skill shortage are creative, management, production or technical, community engagement and project management.

- The workforce is older than the national average for creative industries with 50% of employees surveyed aged 40-64 years, making succession planning and knowledge retention a concern for organisations.
- Top five priorities for training are marketing and promotion, IT, social networking / media, financial management and accounting, as well as management.

Minister Assisting the Minister for the Arts Chloë Fox said the Creative Futures report represents the State Government's ongoing commitment to the Arts in South Australia. "This timely report highlights a way forward for South Australia that ensures the specific training needs of our Arts industry are met," Ms Fox said.

Since the receipt of the report the Government through DFEEST and the Adelaide College of the Arts (TAFE SA) have:

- Renewed the term for the AC Arts - Arts Advisory Committee, chaired by Robyn Archer
- Committed to the ongoing position of Creative Director at ACArts
- Developed a new Arts Administration Diploma to start in 2014
- Strengthened business modules through courses at ACArts
- Worked with the Adelaide Fringe Festival to provide short course training

Arts Industry Council of South Australia (AICSA) Deputy Chair and Service Skills SA advisory board member Gail Kovatseff said investment was crucial for the arts, creative and cultural sectors to reach their full social and economic potential.

"The state's creative industries generate more than \$1.34 billion in annual revenue, with the state's 10 major festivals contributing \$62.9 million to the local economy," said Ms Kovatseff.

"The sector is a significant economic, social and cultural force, but we need strategic government investment to address the immediate skills and training shortages, increase the professional development opportunities and to future proof against the aging workforce and risk of knowledge loss expected in the next five years.

"We hope the government will use this report to inform policy and direct investment in the arts, creative and cultural sector."

Graham Oades, CEO at Service Skills SA says, "The feedback from over 800 workers and organisations in the Arts, Creative and Cultural industries is that funding and training delivery strategies must adapt and become more flexible to meet their skills needs and most of these relate to generating sustainable income, doing business."

This media kit includes a number of case studies, amongst them the Adelaide Festival and Rising Sun Pictures.

Adelaide based visual effects company Rising Sun Pictures; whose movie credits include Gravity, The Wolverine, The Hunger Games and many of the Harry Potter films, report that due to a skills shortage, they are forced to fly professionals in to Adelaide to meet client requests, rather than being able to provide such opportunities to South Australians.

The Creative Futures Report outlines recommendations to begin addressing workforce needs including close government collaboration, funding for a facilitator to maximise training and professional development opportunities for the creative industries, and to repeat the successful Skills For Creative Events program to support the production needs of state's festivals.

The report also highlights calls among the creative industry for an arts policy, additional investment in arts infrastructure and long-term funding commitments.

The report covers creative industries including visual arts; craft and design; live performance; screen and media; music; writing, publishing and print; entertainment; advertising and marketing; software development and interactive; libraries; galleries and museums; integrated design and built environment.

To download a full copy of the creative futures report please visit - <http://yourcreativefuture.net.au/media>

Media access only until 28 January: username: media password: creat1vefutures  
(the public will be able to access after this time)

### **CREATIVE INDUSTRIES: KEY STATS**

- 1.34 billion in revenue (2010/2011)
- \$62.9 million contributed to the state's economy in 2012 by the ten major festivals.
- 22,574 people employed in the arts sector representing 2.8% of the state's workforce.
- 7.5% employment growth (state average 5.3%).

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### **ISSUED ON BEHALF OF THE ARTS INDUSTRY COUNCIL OF SA (AICSA)**

AICSA is an independent arts body representing South Australia's arts and cultural organisations and independent artists. AICSA communicates, educates and advocates on behalf of members to provide a voice for the arts community. For more information see [aicsa.net.au](http://aicsa.net.au) or follow on [facebook.com/ArtsIndustryCouncilofSouthAustralia](https://www.facebook.com/ArtsIndustryCouncilofSouthAustralia)

### **References**

1. 2013, Version 2.1 Creative Futures Report <http://yourcreativefuture.net.au/>

### **FOR MORE INFORMATION**

Please contact Graham Oades at Service Skills SA on 8362 6255. Graham will be coordinating interviews and any other media enquiries in relation to the Creative Futures Report.