Creative industries in the NSW Central West
Creative industries nationally contribute 2.8% of GDP

• 39% of workforce and businesses are in NSW

• 82% of NSW workforce in creative industries work in Sydney, particularly in the inner suburbs

What does this mean for regional Australia?
Survey conducted using Arts OutWest directory

• Covers Central West region of New South Wales

• Does not include all involved in the creative industries
  – Specialist
  – Support
  – Embedded
Analysis undertaken using input-output modelling

- Primary data gathered relating to:
  - Income
  - Expenditure
  - Employment

- Analysis incorporated marginal income coefficients
Results

- $62 million in gross regional product
- $42 million in household income
- 890 full-time equivalent jobs
Results in perspective

• Creative industries impact on Central West economy
  – 0.8% of gross regional product
  – 0.9% of household income
  – 1.1% of total full-time equivalent employment
Motorsports events at Mount Panorama

• 0.6% gross regional product
• 0.7% household income
• 0.9% total full-time equivalent employment
Impact on and benefit from tourism sector

• Importance of volunteers in the industry
• Importance of the sector to those who volunteer
• Significance to the local community
Advertising and Marketing

Architecture: d-contruct and the Corridor Project

Photo: d-contruct
Design

Sauce Design (Orange)

Fullertons (Lithgow)
Joe Velikovsky (Newbridge)

Professional profile – Joe Velikovsky

[http://www.joeteeevee.com]

What do you do as a games writer?

Day to day, I read (and/or write) the Game Design Document updates, play a lot of games (as research), create a lot of Word, Excel and Visio documents and sometimes Google Sketchup models. (I’m kind of a rare case in that I also game design and produce ... sometimes, all three at once.)

My most recent console game credits include LOONEY TUNES: ACME ARSENAL on PS2, Wii and 360, and also JUMPER (based on the Fox movie) on Xbox360. The mission, story outlines, narrative walkthroughs, etc. are done in Word, the dialogue and screenplays are usually in Final Draft and later as Excel sheets, and the mission flowcharts, in Visio. You also play through the game levels as they evolve, and see what’s working, and work a lot with the sound guys, to ensure the dialogue sound files all go in the right spots then you get to write the Game Manual when it’s all done and dusted.

Image: Australia Council for the Arts website page
Music and Performing Arts

Wax Rabbit (Orange)

Bathurst Memorial Entertainment Centre
Publishing

Marg Carroll

Radio

ABC, Commercial and community stations

Photo: Arts OutWest
Television

Prime, WIN, Southern Cross

Visual Arts

Hill End Press

Photo: Julia Strang

Photo: Hill End Press
Regional factors

- Lifestyle choices
- Creating centres of culture
- Production costs
- Market distribution – localised or globalised
- Access to broadband
- Policy development
- Developing clusters of networks for innovation and learning
- Need for financial technological and logistical support