

CREATIVE AND CULTURAL SECTOR



northern
beaches
council



NORTHERN BEACHES - CREATIVE AND CULTURAL SECTOR

ECONOMIC OVERVIEW

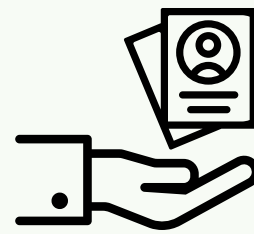


\$915M

Gross Value Added

2022/23 Financial Year

6.1% of total GVA

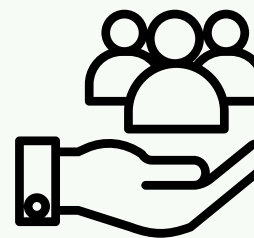


6,992

Local Jobs

2022/23 Financial Year

6.0% of total jobs

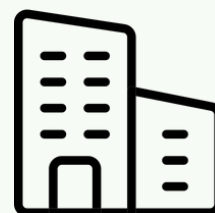


11,832

Employed Residents

2022/23 Financial Year

7.4% of total residents



3,024

Local Businesses

2022/23 Financial Year

8.9% of total businesses

3.7% **Creative Specialists**
Workers in creative occupations in Creative & Cultural Industries

2.3% **Creative Support**
Workers in other occupations in Creative & Cultural Industries

3.5% **Embedded Creatives**
Workers in creative occupations in other Industries

The total creative and cultural workforce represents 9.5% of Northern Beaches' workforce

(Greater Sydney - 9.4%)

CREATIVE HOTSPOT



Freshwater - Brookvale

Statistical Area 2

20% of jobs in 2021

INDUSTRY SPECIALISATION



Book and Magazine Wholesaling

2.8 times Greater Sydney average

OCCUPATION SPECIALISATION



Photographers

2.0 times Greater Sydney average

GROWTH TRENDS



Value Added (\$M)



LAST YEAR

1.0%

Greater Sydney: 6.8%

5 YEAR AVERAGE

0.5%

Greater Sydney: 2.9%

Local Jobs



LAST YEAR

1.5%

Greater Sydney: 6.4%

5 YEAR AVERAGE

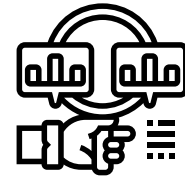
-1.6%

Greater Sydney: -0.2%

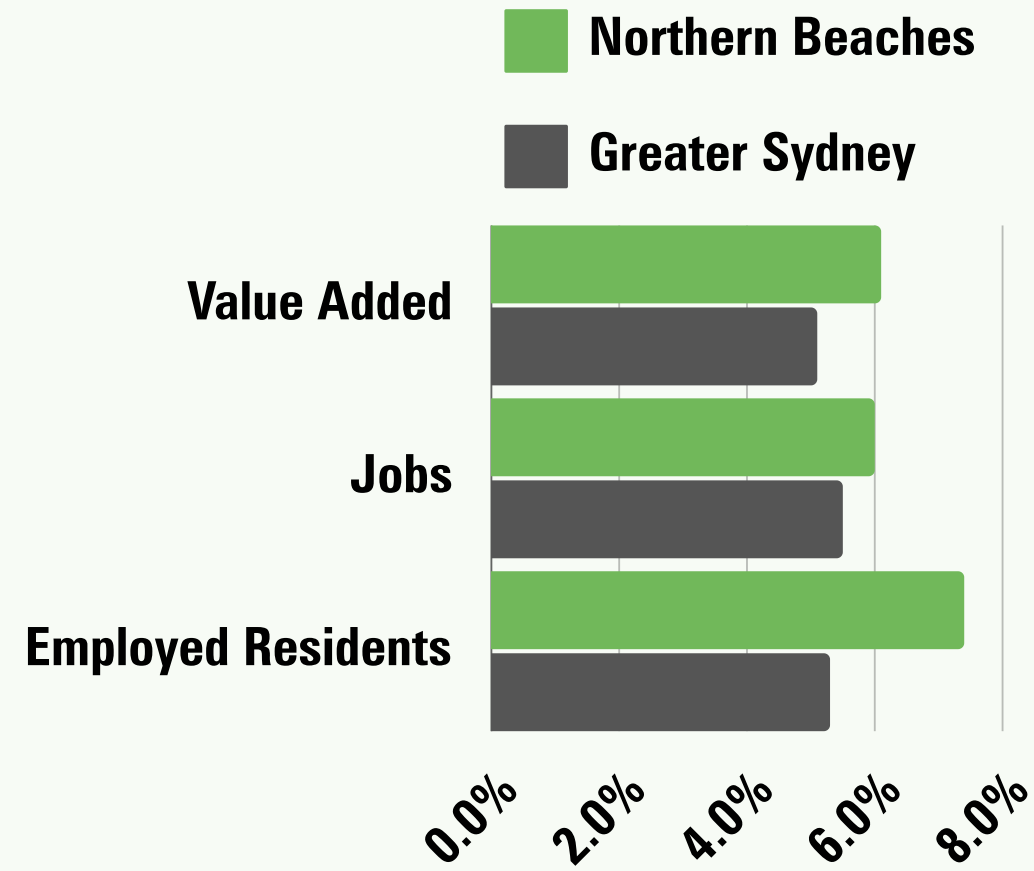
Sources: NIEIR, 2024; ABS Census 2021

Over the five years to 2022/23, the Northern Beaches' Creative and Cultural Sector is estimated to have averaged -1.6% p.a. change in jobs, but 0.5% p.a. change in value added. This suggests higher productivity in the Sector.

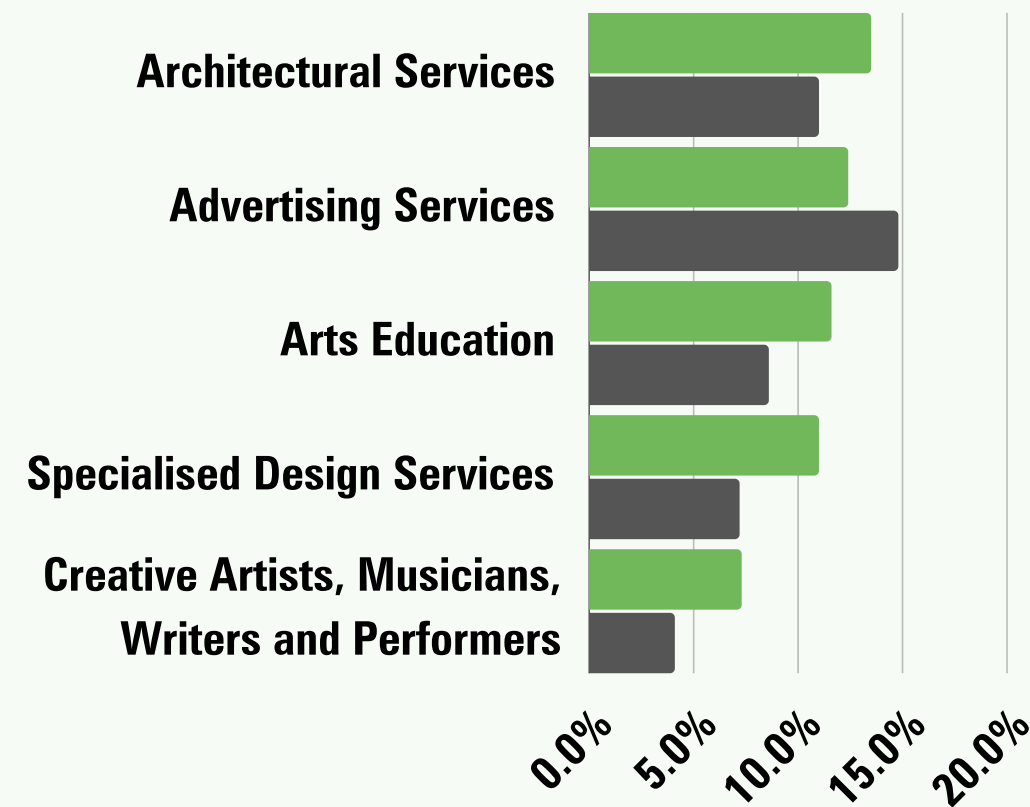
BENCHMARK ANALYSIS



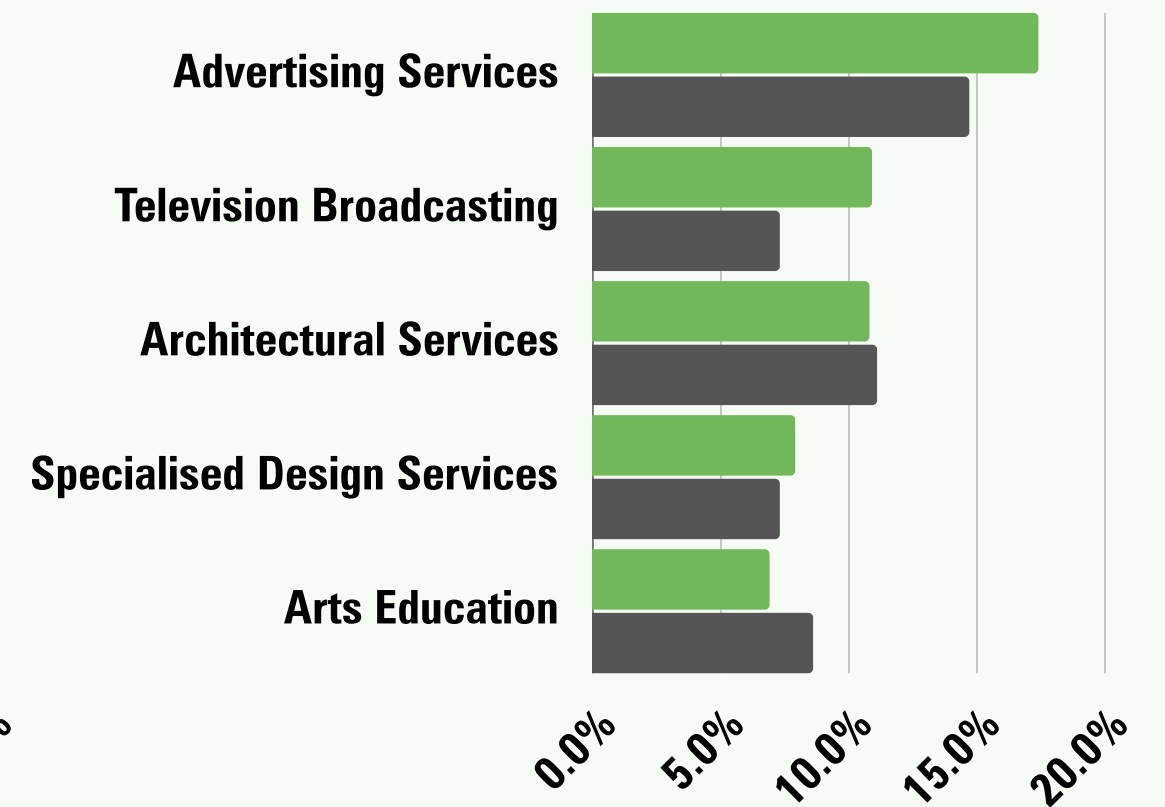
Share of Total - 2022/23



Top Creative and Cultural Industries by Local Workers



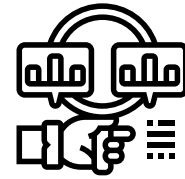
Top Creative and Cultural Industries by Employed Residents



Sources: NIEIR, 2024

In 2022/23, the Creative and Cultural Sector in Northern Beaches represented 6.0% of all jobs in the LGA and generated 6.1% of total Gross Value Added, both above the Greater Sydney average. Its share of employed residents (7.4%) was much higher than the Greater Sydney average (5.3%).

BENCHMARK ANALYSIS



Book and Magazine Wholesaling was the largest specialisation with a share of employment 2.8 times the Greater Sydney average.

Photographers was the largest specialised occupation in the Creative & Cultural Sector with a share of employment 2.0 times the Greater Sydney average.

Over-represented Industries

INDUSTRY	LQ
Book and Magazine Wholesaling	2.8
Professional Photographic Services	2.2
Creative Artists, Musicians, Writers and Performers	1.7
Watch and Jewellery Retailing	1.6
Arts Education	1.5

Over-represented Occupations

OCCUPATION	LQ
Photographers	2.0
Fashion, Industrial and Jewellery Designers	1.9
Visual Arts and Crafts Professionals	1.8
Performing Arts Technicians	1.7
Private Tutors and Teachers	1.5

LQ (Location Quotient) refers to how many times more the share of employment in that industry or occupation is locally compared to the benchmark average. Industries and occupations with <1% share of employment are excluded.

Sources: NIEIR, 2024; ABS Census 2021



WORKFORCE PROFILE



43 years

Median Age

(Greater Sydney - 39)



50%

Degree Educated

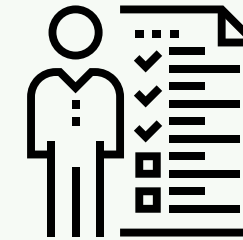
(Greater Sydney - 59%)



53%

Female

(Greater Sydney - 48%)



71%

Managers/Professionals

(Greater Sydney - 71%)



34%

Born Overseas

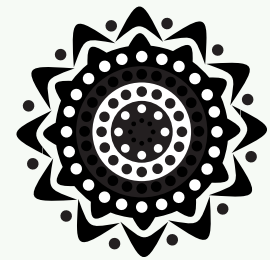
(Greater Sydney - 38%)



56%

Full Time

(Greater Sydney - 69%)



0.6%

Identified as ATSI

(Greater Sydney - 1.0%)



\$55,191

Median Income

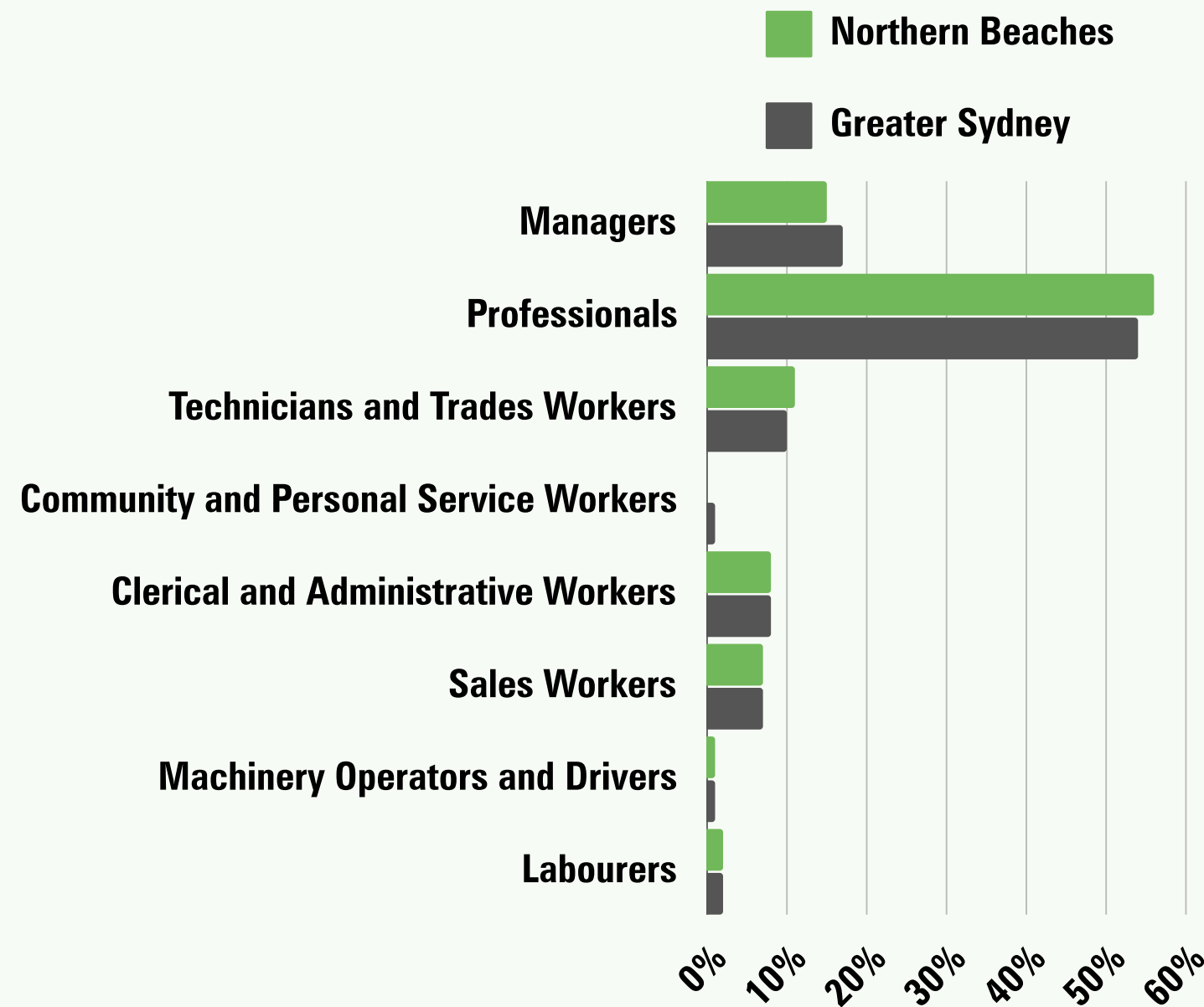
(Greater Sydney - \$63,453)

Sources: ABS Census, 2021

SKILL PROFILE



Occupations Breakdown



In Northern Beaches, 56.1% of Creative and Cultural Sector workers were Professionals compared to 54.1% in Greater Sydney.

The top employing occupation in the Sector was Graphic and Web Designers

Top Occupations

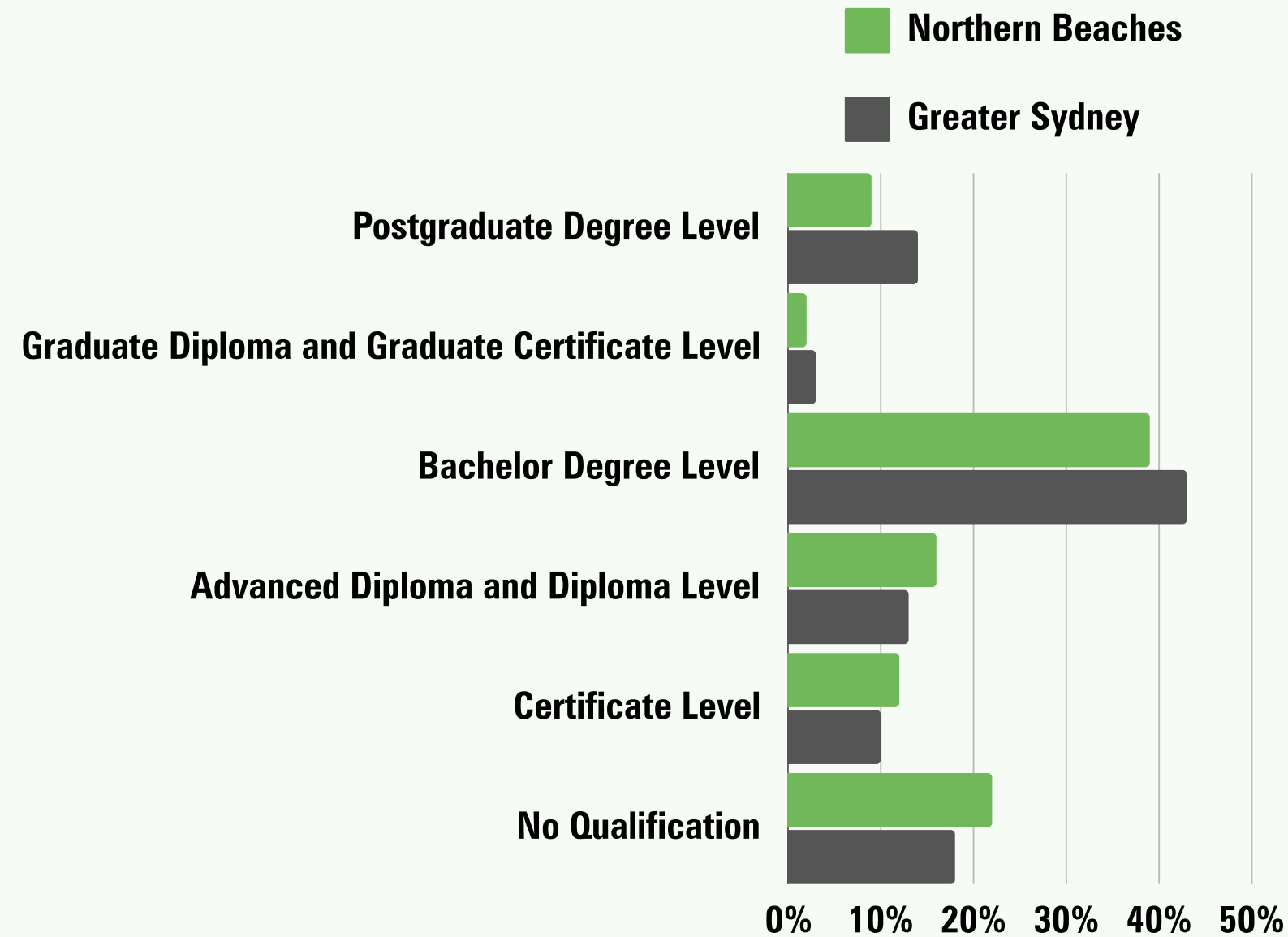
- 1 **Graphic and Web Designers, and Illustrators**
- 2 **Private Tutors and Teachers**
- 3 **Advertising and Marketing Professionals**
- 4 **Architects and Landscape Architects**
- 5 **Advertising, Public Relations and Sales Managers**

Sources: ABS Census, 2021

SKILL PROFILE



Qualifications Breakdown



In Northern Beaches, 38.8% of Northern Beaches workers had Bachelor Degree Level qualifications compared to 42.5% in Greater Sydney.

The top field of study in the Sector was Graphic Arts and Design Studies

Top Study Fields

- 1 **Graphic Arts and Design Studies**
- 2 **Architecture**
- 3 **Communication and Media Studies, nfd**
- 4 **Marketing**
- 5 **Business and Management, nfd**

Sources: ABS Census, 2021

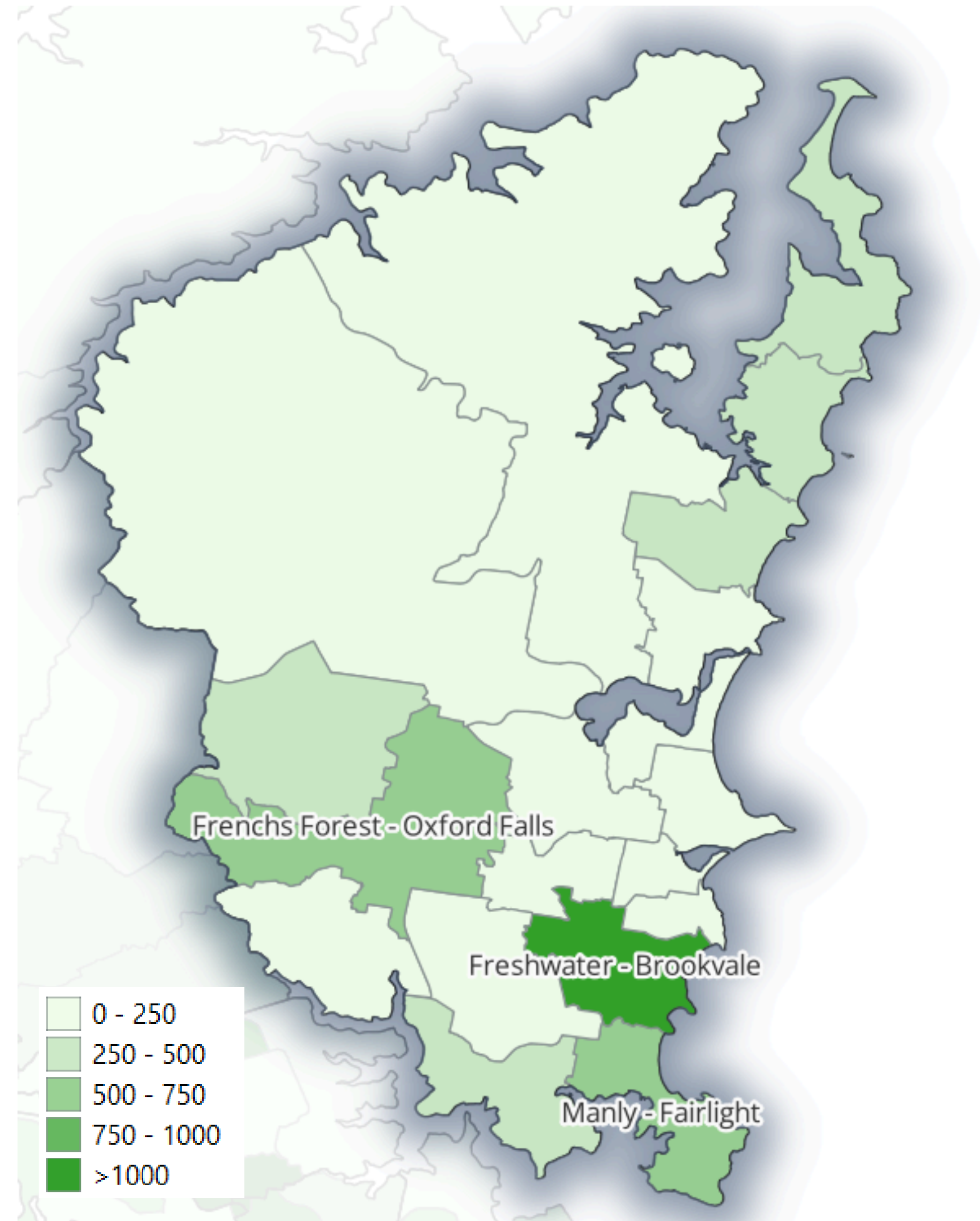
SPATIAL PROFILE



In the 2021 Census, the SA2 of Freshwater - Brookvale had the largest number of Cultural and Creative Sector workers who stated their place of work as being in Northern Beaches (1,094 stated workers; 20% of LGA total).

The next largest were Manly - Fairlight (605; 11%) and Frenchs Forest - Oxford Falls (590; 11%).

Sources: ABS Census, 2021



For more economic data on
Northern Beaches, visit economy.id

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decisions