

Arts and Creative Sector Profile 2023

Infometrics report summary

Since 2020, Manatū Taonga has measured the economic characteristics of the arts and creative sector using custom profiles of business and employment data supplied by Infometrics Ltd. The following figures present the data for the year to March 2023.

\$16.3 billion
or 4.3% GDP

contribution of the arts and creative sector to New Zealand's total economy, the highest recorded contribution to date.

5.3% growth in arts and creative sector GDP contribution from the prior year – compared to 2.9% growth for the total economy.



In some parts of the sector, GDP growth was even higher – 6.5% for the Māori arts and creative sector and 9.2% for the arts.

37,157 businesses in the arts and creative sector.

10,847 new jobs expected over the next 5 years in the arts and creative sector.



11,345 Māori hold primary employment in the arts and creative sector.

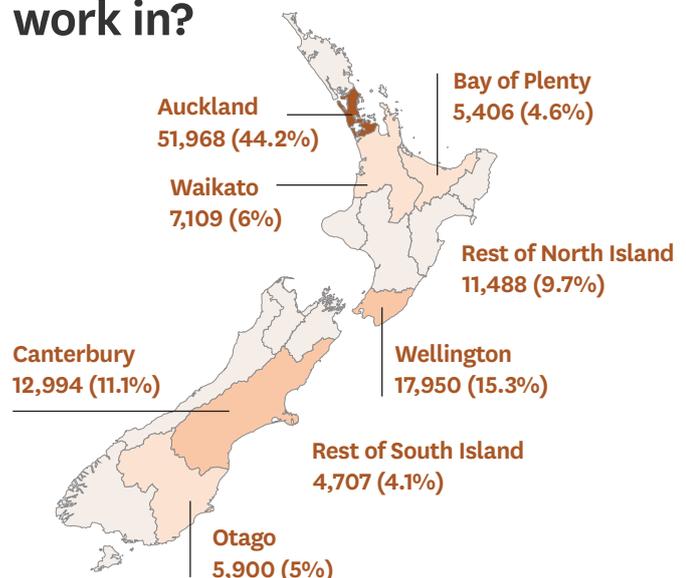
117,517 people have primary employment in the arts and creative sector.

31% of people with primary jobs in the sector are self-employed, compared to 15.9% of the total economy.

GDP change over time

Year	Annual GDP (billions)*	% change from prior year	% of total NZ GDP
2000	\$6.8bn		3.3%
2010	\$9.8bn	-1.2%	3.7%
2020	\$13.9bn	4.6%	4.0%
2021	\$13.9bn	-0.2%	4.0%
2022	\$15.4bn	11.1%	4.2%
2023	\$16.3bn	5.3%	4.3%

What regions do people work in?



Source: Infometrics Arts and Creative Sector Profile 2023.

*GDP figures have been adjusted for inflation and are now represented in 2023 prices. Māori employment figure taken from Arts and Creative – Māori Sector Profile 2023. For more information about this data, please contact our Research & Evaluation team at research@mch.govt.nz