

# 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.

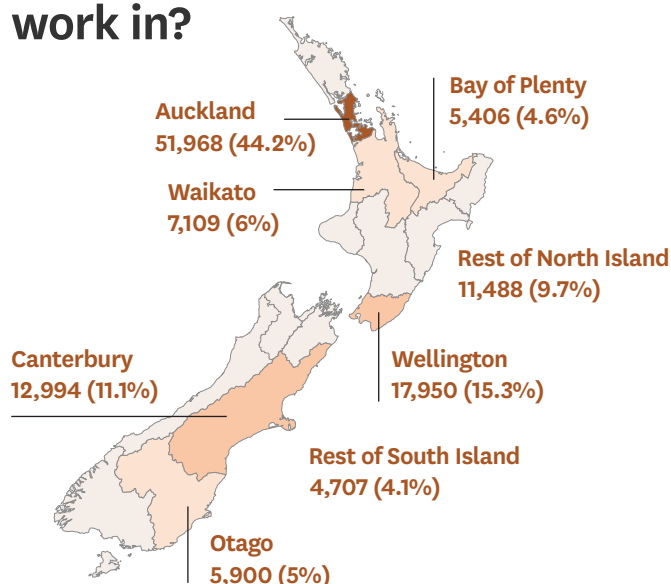
**117,517** people have  
primary employment  
in the arts and creative  
sector.

**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](mailto:research@mch.govt.nz)