



Arts

in New Zealand



Economics put simply

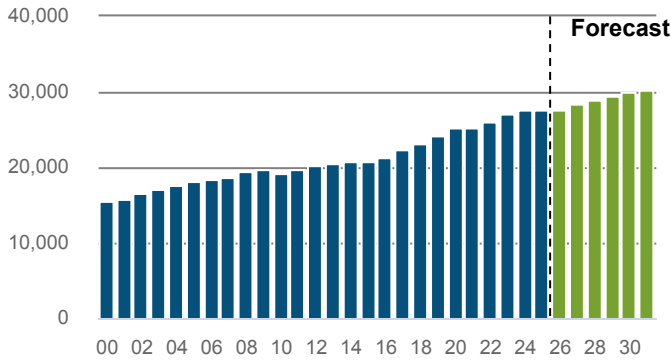
Arts

NEW ZEALAND

How many people worked in the sector in 2025?

27,633 filled jobs

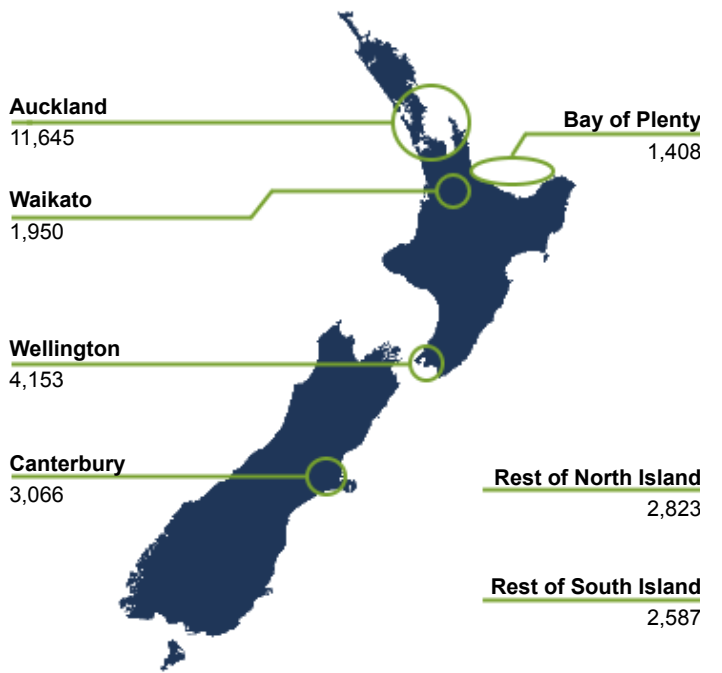
1.0% of 2,772,368 in New Zealand



CHANGE P.A

	2020-2025	2026-2031
Arts	1.8%	1.8%
Total New Zealand	1.3%	1.4%

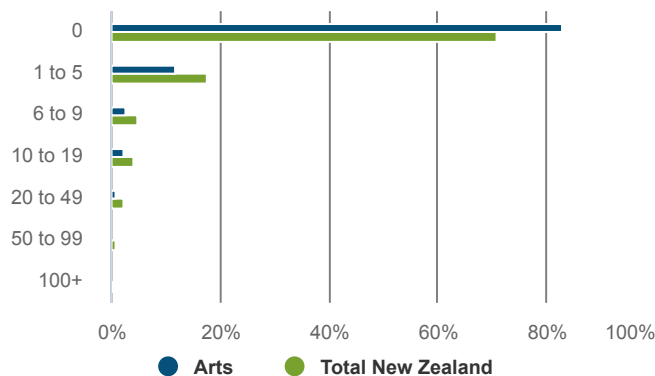
What regions do people work in?



How many businesses were in the sector in 2025?

10,590 business units

1.6% of 654,669 in New Zealand



What were the top 5 occupations in 2025?

9,605 jobs: top 5 occupations

34.8% of total Arts in New Zealand

OCCUPATION	LEVEL 2025	CHANGE 20-25	CHANGE 26-31 (F)
Music Teacher (Private Tuition)	3,064	-0.2%	0.7%
Painter (Visual Arts)	2,435	-0.2%	1.3%
Author	1,388	-3.5%	0.2%
Technical Director	1,367	11.4%	3.3%
Dance Teacher (Private Tuition)	1,351	1.4%	1.5%

How many people are likely to be in new roles in the sector between now and 2031?

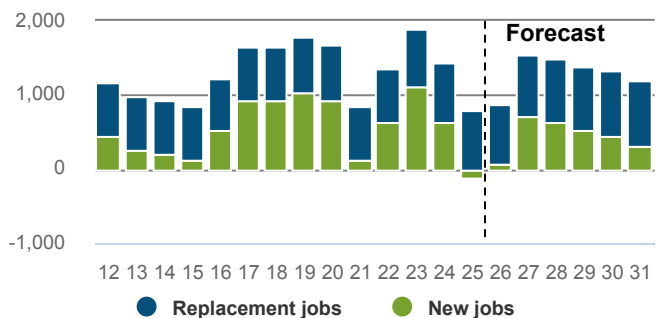
7,824 Total job openings

Total New Zealand: 720,918

Total job openings (2026-2031) consists of:

- New jobs: 2,682
- Net Replacement job openings: 5,141

New job openings come from growth in total employment. Replacement job openings estimate individuals leaving an occupation (eg, retirement), net of individuals entering an occupation (eg, returning from parental leave).



Arts

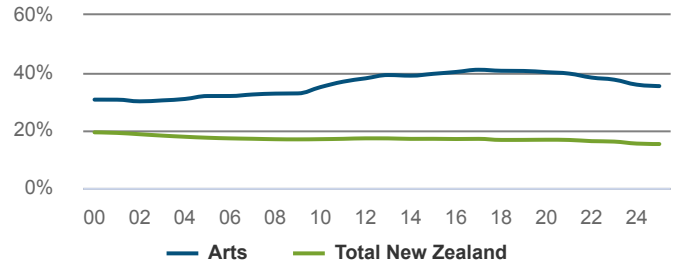
NEW ZEALAND

How many people were self-employed in 2025?

9,776 Self-employed

Workers in the Arts are more likely to be self-employed than workers in New Zealand as a whole.

35.4% self-employment rate
Total New Zealand: 15.2%



How productive was the sector in 2025?

\$3,140m GDP

0.7% of New Zealand GDP

CHANGE P.A.	2020-2025	2015-2025
Arts	3.1%	4.5%
Total New Zealand	1.7%	2.5%

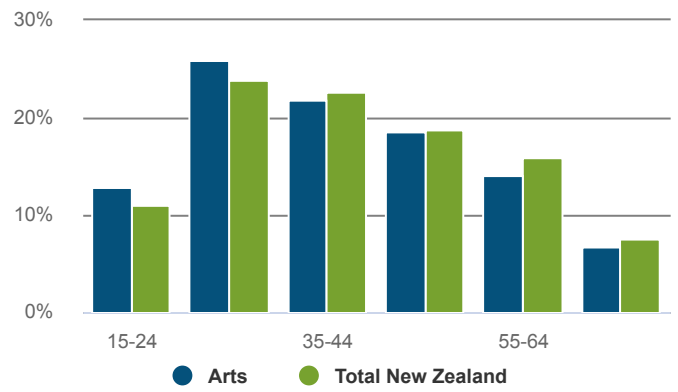
\$136,085 GDP/FTE

Total New Zealand: \$174,045

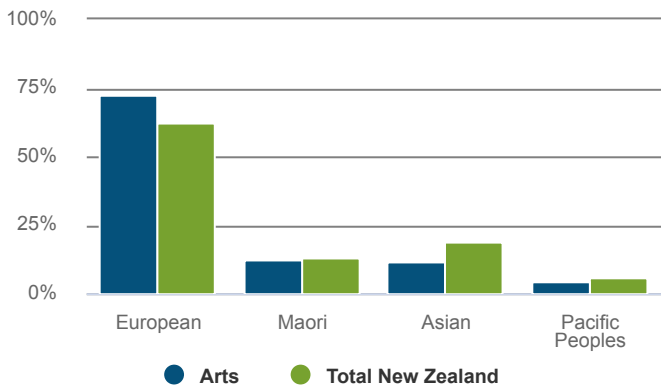
0.9% P.A. change from 2020-2025.

Total New Zealand: 0.1%.

What was the age profile of workers in 2025?



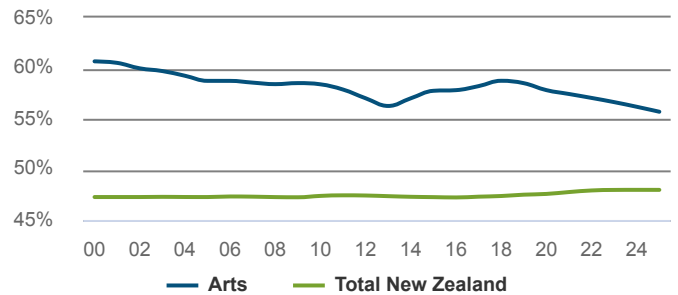
What was the ethnicity of workers in 2025?



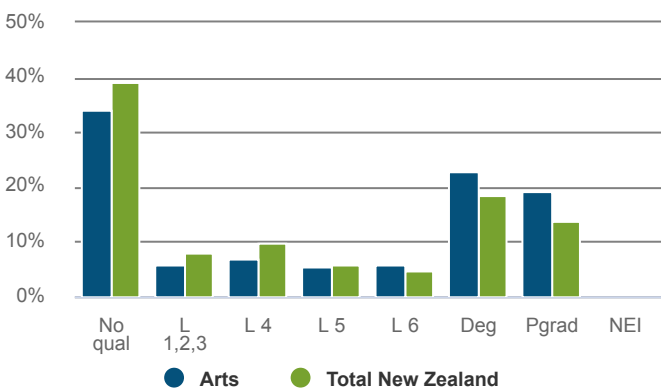
How many workers were female in 2025?

55.7% female

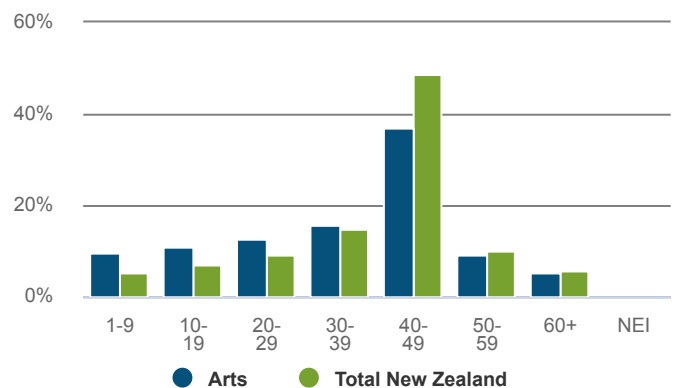
Total New Zealand: 48.0%



What were the workers highest (post school) quals in 2023?



How many hours were spent working in 2023?



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EMPLOYMENT AND ECONOMY

Growth in a sector is typically underpinned by expanding employment and growth in employment and gross domestic product (GDP). This section looks at current and historic trends in GDP in the Arts sector in New Zealand as well forecast growth in employment.

How many people work in the sector?

This section looks at the number of people employed in the Arts sector and how employment has changed over time. Employment is presented in terms of filled jobs as well as full-time equivalent employment. Forecast employment growth in filled jobs is also provided.

Employment growth

Employment growth in a sector is driven by a range of factors, including the level of confidence businesses have in their activity outlook. For example, positive employment growth shows that businesses in a sector are confident enough in their activity and outlook to expand their workforce.

The number of filled jobs in the Arts sector in New Zealand averaged 27,633 in the year to March 2025. The Arts sector accounts for 1.0% of overall filled jobs in New Zealand. In terms of historical and forecast trends for the Arts sector in New Zealand:

- Employment grew by -0.4% in 2025 compared with overall growth of -1.1% in New Zealand.
- Employment growth averaged 2.8%pa over the past 10 years compared with overall growth of 1.9%pa on New Zealand.
- Employment is forecast to grow by 1.6%pa between 2025 and 2031. Overall employment in New Zealand is forecast to grow by 1.1%pa over the period.

Figure 1: Employment growth in New Zealand



The following table shows filled job employment in the Arts in New Zealand for selected historic and forecast years.

The Infometrics on-line Arts Sector Profile provides a complete time series of annual employment from 2000 onwards.

Table 1: Employment in the Arts sector in New Zealand

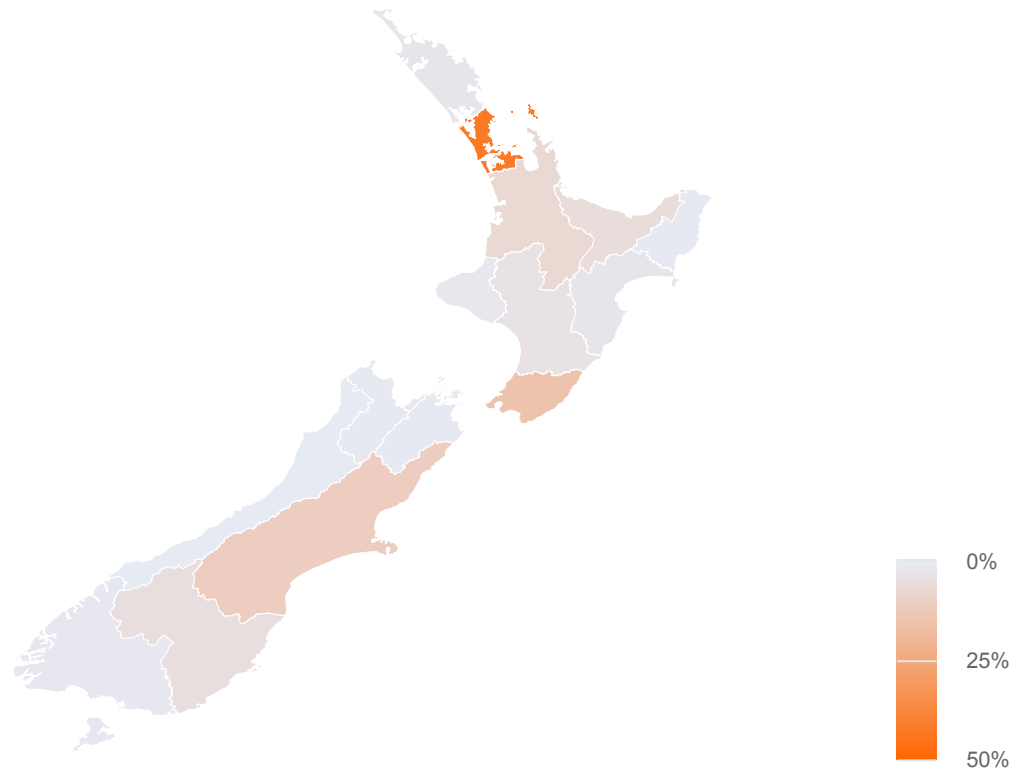
	Arts			Total New Zealand	
	Employment	% of total	% change	Employment	% change
2000	15,607	0.9%		1,806,511	
2005	18,092	0.9%	2.1%	2,072,526	3.2%
2010	19,330	0.9%	-1.6%	2,165,875	-2.2%
2015	20,881	0.9%	0.7%	2,302,756	2.4%
2020	25,241	1.0%	3.8%	2,600,598	1.9%
2021	25,374	1.0%	0.5%	2,624,261	0.9%
2022	25,996	1.0%	2.5%	2,694,654	2.7%
2023	27,104	1.0%	4.3%	2,750,713	2.1%
2024	27,744	1.0%	2.4%	2,804,003	1.9%
2025	27,633	1.0%	-0.4%	2,772,368	-1.1%
2026 (f)	27,695	1.0%	0.2%	2,750,302	-0.8%
2027 (f)	28,419	1.0%	2.6%	2,801,096	1.8%
2028 (f)	29,053	1.0%	2.2%	2,851,675	1.8%
2029 (f)	29,569	1.0%	1.8%	2,890,557	1.4%
2030 (f)	30,013	1.0%	1.5%	2,926,615	1.2%
2031 (f)	30,315	1.0%	1.0%	2,952,692	0.9%

Regional employment

Employment can vary across regions and is largely determined by economic conditions in the area, the makeup of the population and the types of resources available.

This section shows the regional distribution of employment in the Arts sector in 2025.

Figure 2: Regional employment in the Arts sector, 2025



The following table shows employment in the Arts sector by region in 2025.

Table 2: Employment by region in the Arts sector, 2025

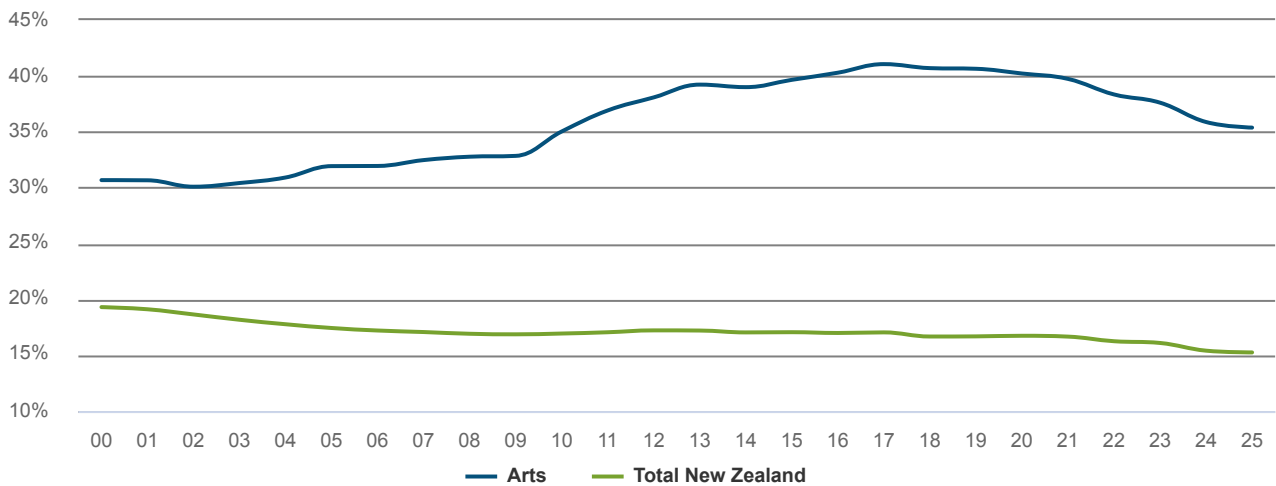
	Arts		Total economy	
	Employment	% of NZ	Employment	% of NZ
Auckland	11,645	42.1%	976,637	35.2%
Wellington Region	4,153	15.0%	321,777	11.6%
Canterbury Region	3,066	11.1%	365,376	13.2%
Waikato Region	1,950	7.1%	255,522	9.2%
Bay of Plenty Region	1,408	5.1%	171,717	6.2%
Otago Region	1,307	4.7%	137,678	5.0%
Manawatu-Whanganui Region	889	3.2%	122,490	4.4%
Northland Region	661	2.4%	81,923	3.0%
Hawke's Bay Region	624	2.3%	91,283	3.3%
Taranaki Region	454	1.6%	62,859	2.3%
Southland Region	332	1.2%	55,444	2.0%
Nelson Region	307	1.1%	31,639	1.1%
Tasman Region	256	0.9%	27,845	1.0%
Marlborough Region	251	0.9%	28,504	1.0%
Gisborne Region	195	0.7%	24,785	0.9%
West Coast Region	134	0.5%	16,890	0.6%
New Zealand	27,633		2,772,368	

Self-employment

Approximately one in six people in employment in New Zealand is self-employed. The rate of self-employment varies by sector and is influenced by things such as the types of roles and functions performed by each sector.

In 2025 there were 9,776 people working in the Arts sector in New Zealand who were self-employed. This equates to 35.4% of the Arts sector workforce and is greater than the overall self-employment rate in New Zealand of 15.2%. The self-employment rate in the Arts sector in New Zealand has increased by 0.3 percentage points over the past 15 years compared to overall self-employment rate in New Zealand which has decreased by 1.7 percentage points.

Figure 3: Self-employment rate in New Zealand



The following table shows the level of self-employment in the Arts sector in New Zealand for selected years. The Infometrics online Arts Sector Profile provides a complete time series of self-employment from 2000 onwards.

Table 3: Self employment in the Arts sector in New Zealand

	Arts			Total New Zealand		
	Self-employed	% change	self-employment rate	Self-employed	% change	self-employment rate
2000	4,788		30.7%	348,762		19.3%
2005	5,777	5.4%	31.9%	361,359	1.3%	17.4%
2010	6,771	4.9%	35.0%	366,906	-1.8%	16.9%
2015	8,280	2.4%	39.7%	392,838	2.6%	17.1%
2020	10,153	2.8%	40.2%	435,298	2.3%	16.7%
2021	10,083	-0.7%	39.7%	437,314	0.5%	16.7%
2022	9,969	-1.1%	38.3%	437,912	0.1%	16.3%
2023	10,194	2.3%	37.6%	442,728	1.1%	16.1%
2024	9,954	-2.4%	35.9%	431,973	-2.4%	15.4%
2025	9,776	-1.8%	35.4%	422,751	-2.1%	15.2%

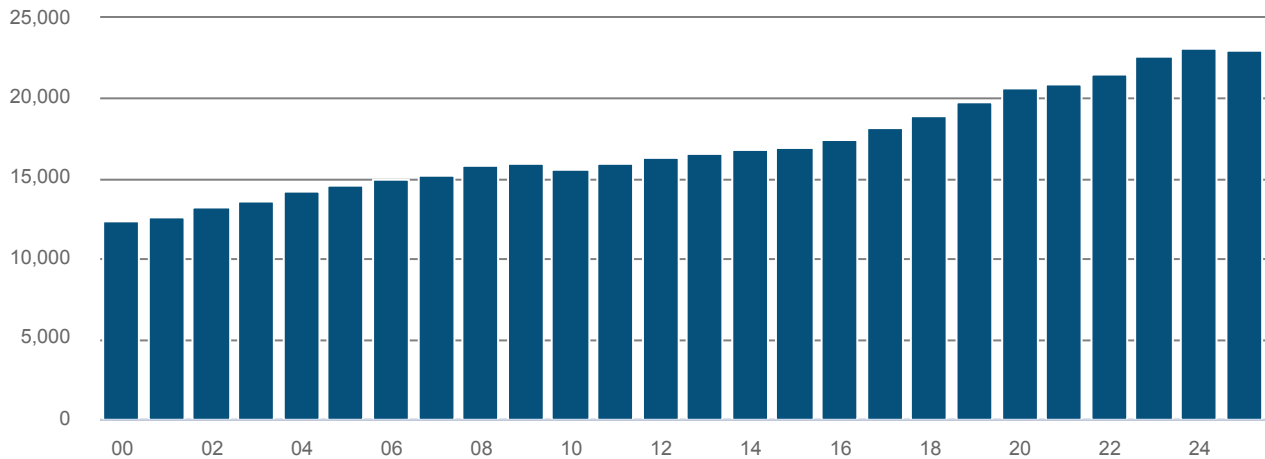
Full-time equivalent employment

Full-time equivalent (FTE) employment provides a way of looking at the number of filled jobs that takes into account the work-load of people into employment. FTE employment uses full and part-time employment to estimate the equivalent number of full-time employees. Two people who are employed part-time are measured as one FTE.

Using FTEs instead of employment to look at change over time can provide a more consistent comparison of labour resources used in employment over time.

In 2025 there were 23,071 FTEs in the Arts sector in New Zealand, up 2.6% pa from 15 years ago. Overall FTE employment in New Zealand grew by 1.9%pa over the same period.

Figure 4: FTE employment in the Arts sector in New Zealand



The following table shows FTE employment in the Arts sector in New Zealand for selected years. The Infometrics online Arts Sector Profile provides a complete time series of FTE employment from 2000 onwards.

Table 4: FTE employment in the Arts sector in New Zealand

	Arts			Total New Zealand	
	FTEs	% of total	% change	FTEs	% change
2000	12,405	0.8%		1,538,374	
2005	14,615	0.8%	2.7%	1,777,496	3.5%
2010	15,599	0.8%	-2.1%	1,869,114	-2.6%
2015	16,997	0.8%	1.1%	2,014,411	2.9%
2020	20,696	0.9%	4.2%	2,296,042	2.2%
2021	20,858	0.9%	0.8%	2,319,605	1.0%
2022	21,500	0.9%	3.1%	2,392,583	3.1%
2023	22,622	0.9%	5.2%	2,462,346	2.9%
2024	23,191	0.9%	2.5%	2,510,298	1.9%
2025	23,071	0.9%	-0.5%	2,479,885	-1.2%

How many job openings are forecast in the sector?

Job openings typically arise for two key reasons - business expansion or contraction and people leaving their job. This section draws on Infometrics forecasts (revised in April 2020) to look at job openings arising from new job openings and replacement job openings. Both concepts, along with total job openings are discussed below.

New job openings are created when businesses are expanding and are positive about their economic outlook. Conversely job destruction occurs when businesses contract and have a negative perspective of their economic outlook.

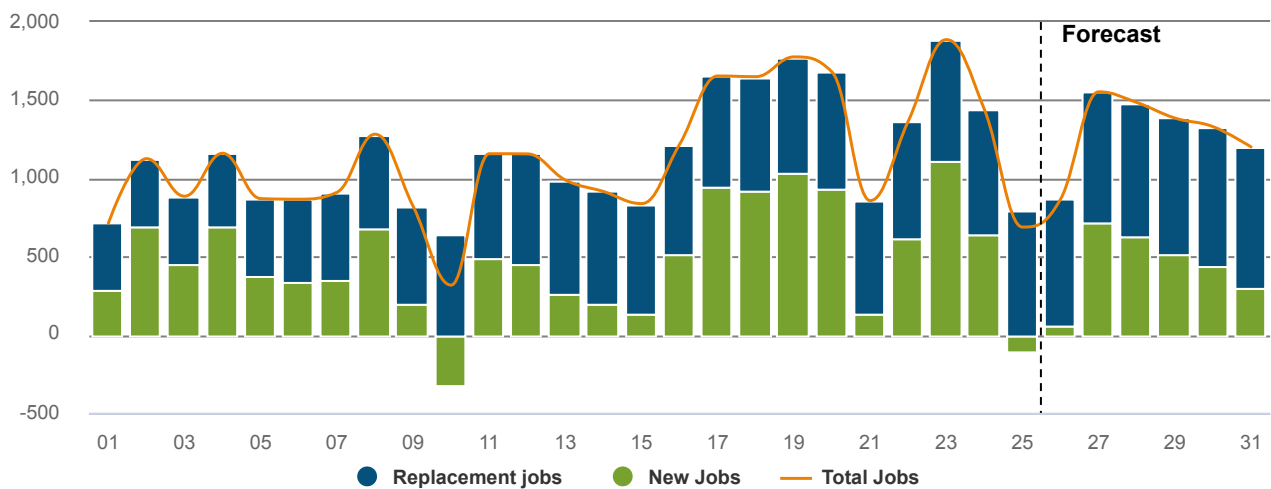
Replacement job openings provide an estimate of the net number of job openings in the sector that arise from individuals leaving an occupation (eg, retirement, or migration), net of jobs taken by individuals entering an occupation (eg, returning to the workforce from parental leave).

Total job openings estimate overall workers required in a sector as a result of job creation and replacement demand. They are the sum of new job openings and replacement job openings in a given year.

Total job openings

Infometrics forecasts show 7,824 total job openings in the Arts sector in New Zealand between 2026 and 2031. Of the forecast 7,824 total job openings, 2,682 are forecast to be new job openings while 5,141 are expected to be due to net replacement job openings.

Figure 5: Job openings in the Arts sector in New Zealand



The following table shows total job openings in the Arts sector in New Zealand for selected years.

The Infometrics online Arts Sector Profile provides a complete time series of total job openings from 2001 onwards.

Table 5: Job openings in the Arts in New Zealand

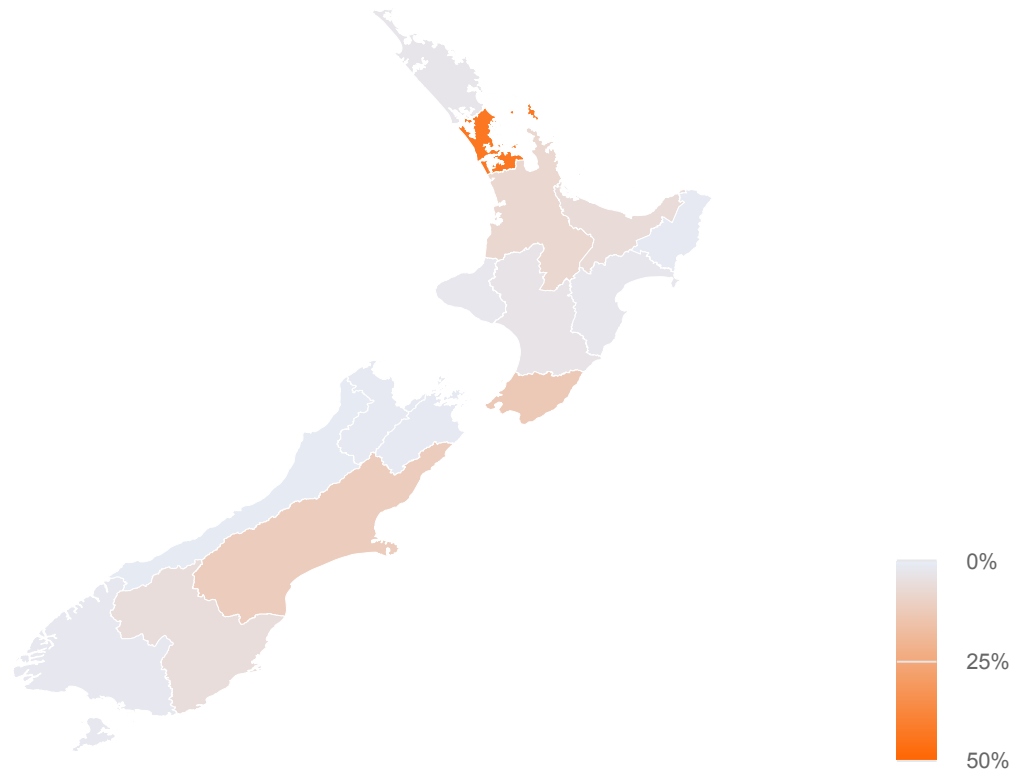
	Arts				Total New Zealand	
	New jobs	Replacement jobs	TotalJobOpenings	% change	TotalJobOpenings	% change
2005	369	501	870	-25.0%	129,009	3.8%
2010	-324	641	317	-61.4%	23,321	-72.7%
2015	138	701	838	-8.4%	135,245	14.1%
2020	936	744	1,680	-5.5%	132,282	-2.9%
2021	133	725	858	-48.9%	105,224	-20.5%
2022	622	744	1,366	59.3%	154,171	46.5%
2023	1,109	778	1,887	38.2%	141,516	-8.2%
2024	640	800	1,440	-23.7%	140,459	-0.7%
2025	-111	800	689	-52.2%	54,684	-61.1%
2026 (f)	62	805	868	26.0%	63,769	16.6%
2027 (f)	724	829	1,553	79.0%	138,487	117%
2028 (f)	634	851	1,485	-4.4%	140,184	1.2%
2029 (f)	516	870	1,386	-6.7%	130,014	-7.3%
2030 (f)	444	886	1,331	-4.0%	128,644	-1.1%
2031 (f)	302	899	1,201	-9.8%	119,820	-6.9%

Job openings by region

Forecast total job opening growth is likely to be stronger in some regions than others. Factors contributing to the variation in job opening growth by region include different economic drivers, population growth and age structures as well as resources available.

Auckland is expected to account for 43% of all total job openings in the Arts sector between 2026 and 2031.

Figure 6: Regional forecast job openings in the Arts sector, 2026-2031



The following table shows shows forecast regional total job openings in the Arts sector between 2026 and 2031.

Table 6: Forecast job openings by region in the Arts sector, 2026-2031

	Arts			Total economy		
	New Jobs	Replacement Jobs	Total job openings	New Jobs	Replacement Jobs	Total job openings
Auckland	1,200	2,178	3,378	76,096	190,769	266,865
Wellington Region	263	747	1,010	15,048	60,082	75,130
Canterbury Region	335	577	912	26,745	72,162	98,907
Waikato Region	220	368	588	18,767	50,304	69,071
Bay of Plenty Region	194	267	461	10,557	33,610	44,167
Otago Region	171	249	420	9,644	27,577	37,221
Manawatu-Whanganui Region	66	163	229	4,694	23,833	28,527
Northland Region	57	122	179	4,198	15,956	20,154
Hawke's Bay Region	33	112	145	2,844	17,704	20,548
Taranaki Region	37	84	121	3,506	12,179	15,686
Southland Region	33	63	96	2,519	10,897	13,416
Tasman Region	23	47	69	1,574	5,563	7,137
Marlborough Region	18	48	66	1,358	5,661	7,019
Nelson Region	10	55	65	1,090	6,110	7,200
Gisborne Region	12	36	48	1,064	4,882	5,946
West Coast Region	10	26	37	620	3,300	3,920
New Zealand	2,682	5,141	7,824	180,324	540,594	720,918

What is the contribution of the sector to GDP?

Gross Domestic Product (GDP) is a fundamental indicator of a country or sector's economic wellbeing. GDP measures the value added in an industry or sector from the production of goods and services. It essentially measures the value of the land, labour, and capital used in the production process.

Gross Domestic Product

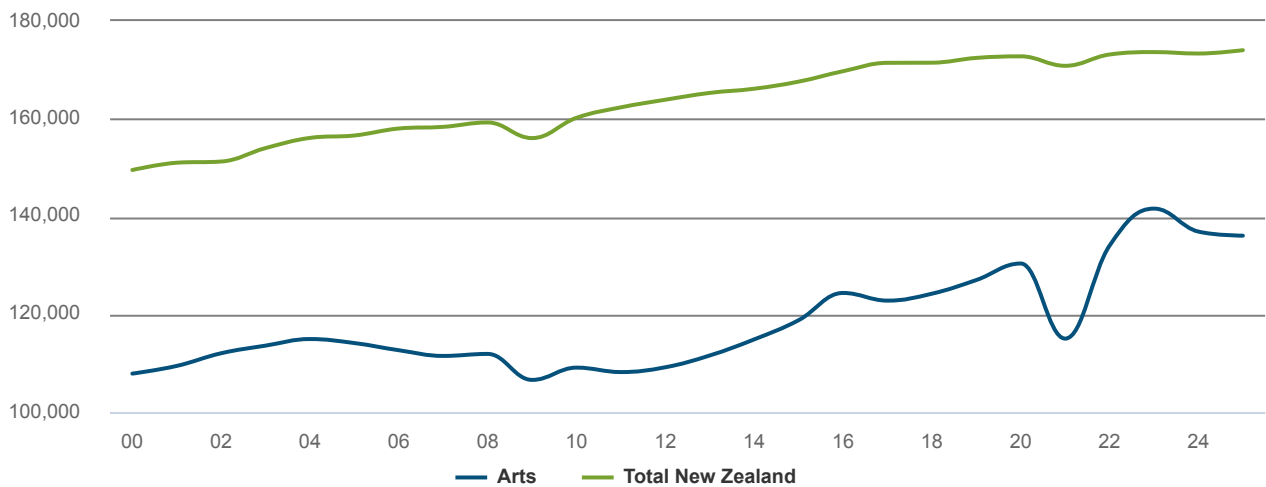
In 2025 the Arts sector contributed \$3,140m (in 2025 prices) to GDP in New Zealand. This equates to 0.7% of total New Zealand GDP. Key trends in the Arts sector in New Zealand include:

- GDP in 2025 was down -1.1% from a year earlier. Overall New Zealand GDP fell by -0.8% over the period.
- GDP grew by 4.5%pa over the last 10 years compared with overall New Zealand GDP growth of 2.5%pa.

We can express GDP as a proportion of FTE employment in the Arts sector to provide an estimate of labour productivity. Growth in labour productivity over time can imply an increase in efficiency and competitiveness.

In 2025 GDP per FTE in the Arts sector in New Zealand was \$136,085 compared to \$174,045 in the Total New Zealand. GDP per FTE growth in the Arts sector in the past 10 years has been stronger than overall GDP growth in New Zealand.

Figure 7: Productivity (GDP/FTE) in New Zealand



The following table shows GDP (in 2019 prices) and productivity (GDP/FTE) in the Arts sector in New Zealand for selected years.

The Infometrics on-line Arts Sector Profile provides a complete time series of GDP from 2000 onwards.

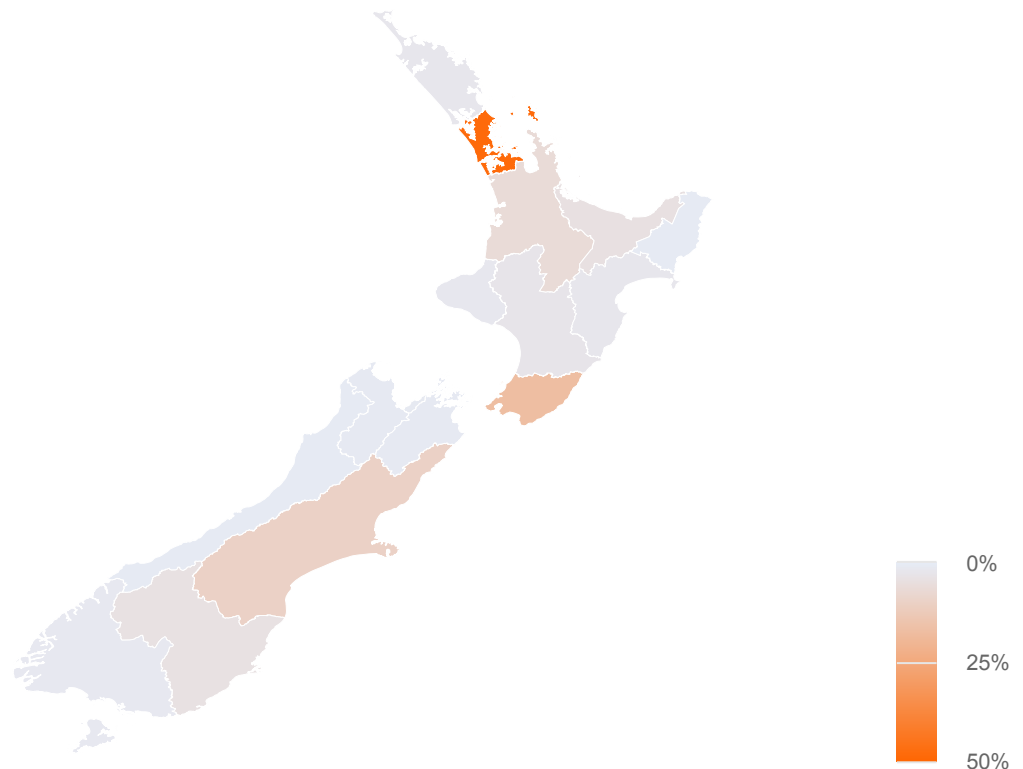
Table 7: GDP in the Arts sector in New Zealand

	Arts			Total New Zealand		
	GDP (\$m)	% change	GDP/FTE	GDP (\$m)	% change	GDP/FTE
2000	\$1,338m		\$107,852	\$230,016m		\$149,519
2005	\$1,668m	2.0%	\$114,104	\$278,339m	3.9%	\$156,590
2010	\$1,702m	0.2%	\$109,079	\$299,451m	0%	\$160,210
2015	\$2,019m	4.5%	\$118,790	\$337,644m	3.8%	\$167,614
2020	\$2,698m	7.0%	\$130,387	\$396,721m	2.4%	\$172,785
2021	\$2,399m	-11.1%	\$115,018	\$396,301m	-0.1%	\$170,849
2022	\$2,882m	20.1%	\$134,064	\$414,308m	4.5%	\$173,164
2023	\$3,204m	11.2%	\$141,620	\$427,598m	3.2%	\$173,655
2024	\$3,175m	-0.9%	\$136,914	\$435,185m	1.8%	\$173,360
2025	\$3,140m	-1.1%	\$136,085	\$431,612m	-0.8%	\$174,045

Regional GDP

GDP by varies by region due to a number of factors including the size of the workforce, resources available and technology used. In the Arts sector, Auckland accounted for 48.0% of overall GDP in 2025.

Figure 8: Regional share of GDP in the Arts sector, 2025



The following table shows regional distribution of GDP (in 2025 prices) in the Arts sector in 2025.

Table 8: GDP by region in the Arts sector, 2025

	Arts		Total economy	
	GDP	% of NZ	GDP	% of NZ
Auckland	\$1,508m	48.0%	\$164,964m	38.2%
Wellington Region	\$529m	16.8%	\$56,372m	13.1%
Canterbury Region	\$300m	9.5%	\$53,919m	12.5%
Waikato Region	\$191m	6.1%	\$38,755m	9.0%
Bay of Plenty Region	\$128m	4.1%	\$23,509m	5.4%
Otago Region	\$119m	3.8%	\$19,073m	4.4%
Manawatu-Whanganui Region	\$76.4m	2.4%	\$15,572m	3.6%
Northland Region	\$58.5m	1.9%	\$10,653m	2.5%
Hawke's Bay Region	\$55.1m	1.8%	\$11,468m	2.7%
Taranaki Region	\$46.3m	1.5%	\$11,630m	2.7%
Southland Region	\$34.3m	1.1%	\$8,594m	2.0%
Nelson Region	\$23.7m	0.8%	\$3,971m	0.9%
Tasman Region	\$21.0m	0.7%	\$3,587m	0.8%
Marlborough Region	\$20.8m	0.7%	\$3,794m	0.9%
Gisborne Region	\$15.5m	0.5%	\$2,930m	0.7%
West Coast Region	\$13.2m	0.4%	\$2,821m	0.7%
New Zealand	\$3,140m		\$431,612m	

How large are businesses in the sector?

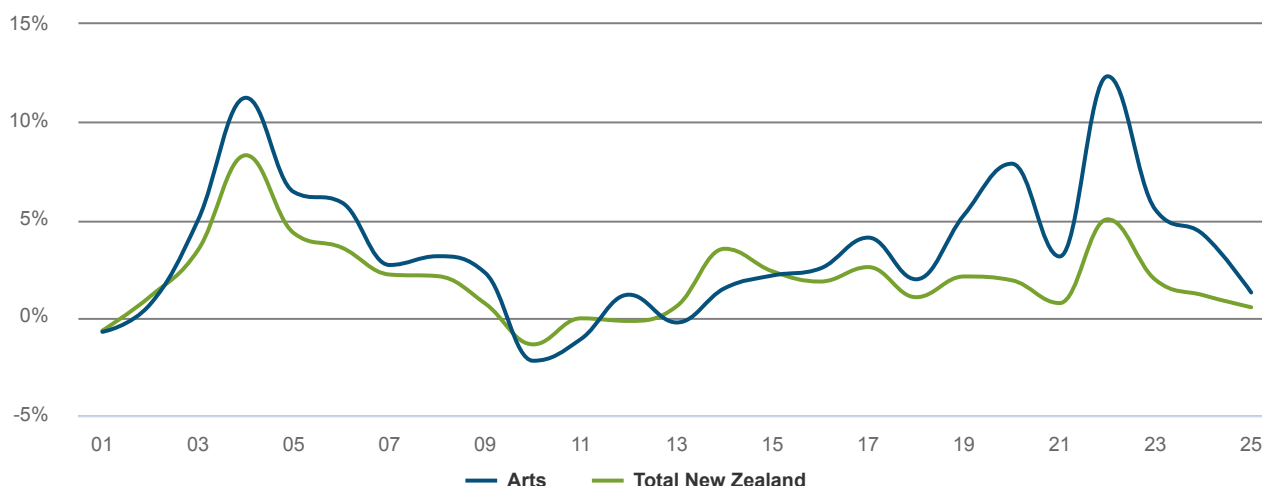
The majority of businesses in New Zealand are small to medium enterprises (SMEs). The number and size of business units in a sector is largely influenced by both the sector's direct economic exposure as well as the typical size of business units within that sector. This section looks the number and size of businesses in the Arts sector in New Zealand.

Growth in the number of businesses is an indicator of entrepreneurial activity. It indicates an environment in which entrepreneurs are prepared to take risks to start new ventures. For example, positive growth in the number of businesses in a sector reflects increased entrepreneurial activity and economic activity as entrepreneurs are prepared to take risks and start new ventures. Conversely, a decline in the number of businesses indicates that firms have a pessimistic future outlook.

In 2025 there were 10,590 businesses in the Arts sector in New Zealand. Key trends include:

- The number of businesses in the sector grew by 1.3% in 2025 compared with a growth of 0.5% in the total economy.
- Average business growth in the sector over the past 10 years was 4.8%pa. Over the same period the overall number of businesses in New Zealand grew by 1.9%pa.

Figure 9: Business growth in New Zealand



The following table shows the number of businesses in the Arts sector in New Zealand for selected years.

The Infometrics on-line Arts Sector Profile provides a complete time series of businesses from 2000 onwards.

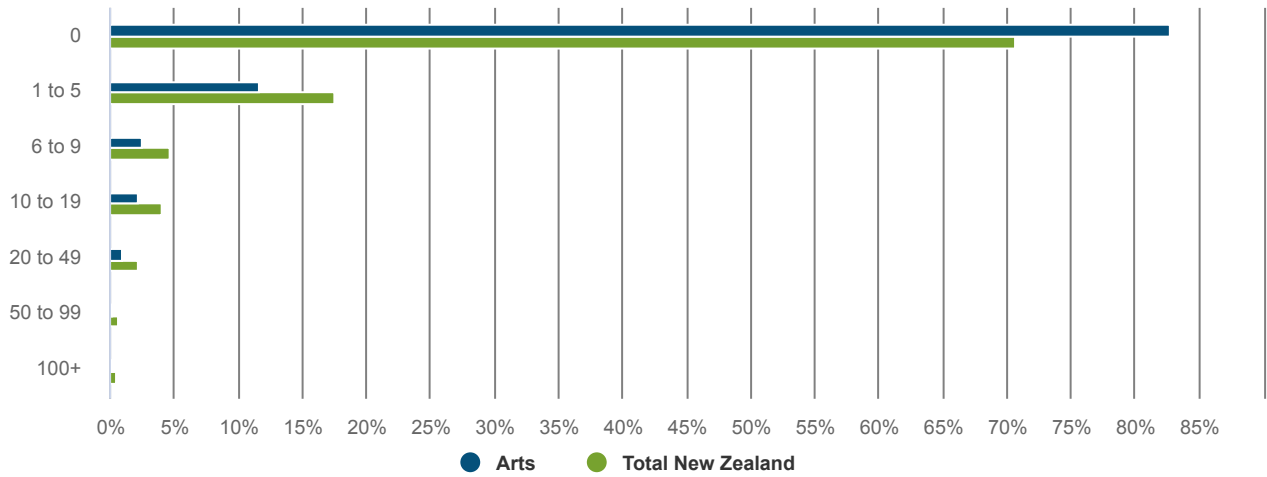
Table 9: Businesses in the Arts sector in New Zealand

	Arts		Total New Zealand	
	Business Units	% change	Business Units	% change
2000	4,615		406,356	
2005	5,731	6.4%	476,739	4.3%
2010	6,426	-2.2%	511,719	-1.4%
2015	6,648	2.1%	544,029	2.4%
2020	8,208	7.9%	597,279	1.9%
2021	8,464	3.1%	601,659	0.7%
2022	9,508	12.3%	631,845	5.0%
2023	10,032	5.5%	643,992	1.9%
2024	10,457	4.2%	651,294	1.1%
2025	10,590	1.3%	654,669	0.5%

As well as being a contributor to the economic performance of a sector, the size of businesses is also considered to be an indicator of innovation with larger firms having the capacity and structures to better support innovation.

In 2025 SMEs accounted for 98.9% of all employment in the Arts sector in New Zealand.

Figure 10: Businesses by number of employees in New Zealand, 2025



Further detailed information about business size is available in the Infometrics online Arts Sector Profile.

OCCUPATIONS AND SKILLS

Occupations are a set of jobs whose main tasks are characterised by a high degree of similarity. Occupations provide the basis for understanding the broad skill level of the workforce. In this section we examine the current, historical and future occupation and skill makeup of workers in the Arts sector in New Zealand. To do this we draw on the Australian and New Zealand Standard Classification of Occupations (ANZSCO). An outline of ANZSCO is provided at the end of this report.

What is the broad occupational makeup of workers in the sector?

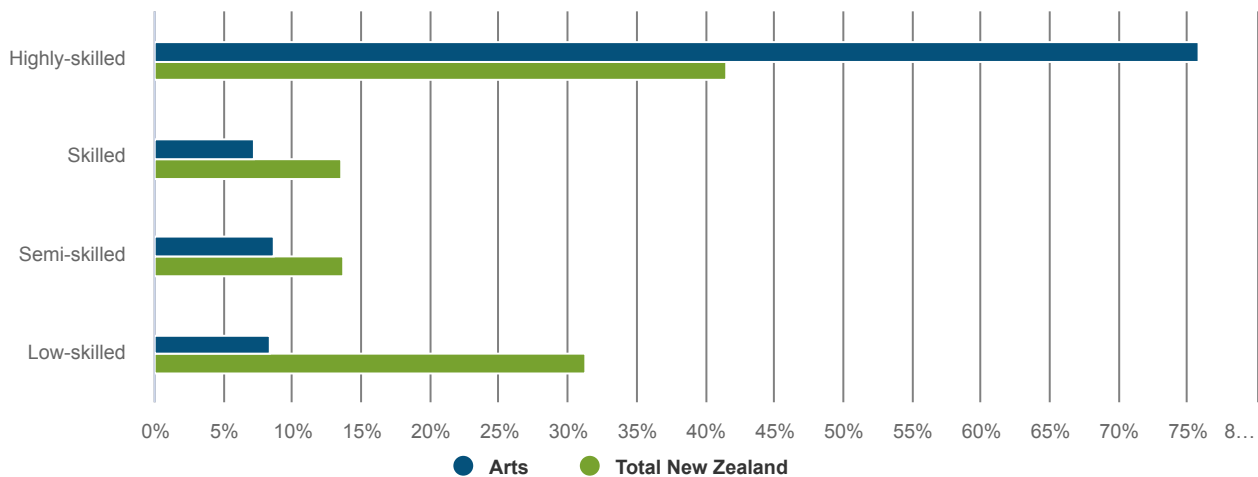
Within a sector, people can perform a diverse range of tasks as part of their job. Occupation categories group the main tasks associated with similar jobs to enable analysis, and can provide a good indication of the broad skill level required to perform these tasks.

Employment by skill level

Each occupation classification has an ideal skill level that industry have identified as desirable for people to competently carry out the tasks in their role. Grouping occupational classifications by desired skill level provides a high level overview of the the skills required across different sectors.

Approximately 75.8% of the Arts sector workforce in New Zealand were employed in Highly-skilled occupations in 2025. This is higher than for all occupations in New Zealand (41.5%).

Figure 11: Employment by skill level in New Zealand, 2025



The following table shows how Highly-skilled employment in the Arts sector in New Zealand has changed over time.

The Infometrics online Arts Sector Profile provides a complete time series of employment by all broad skill levels from 2000 onwards.

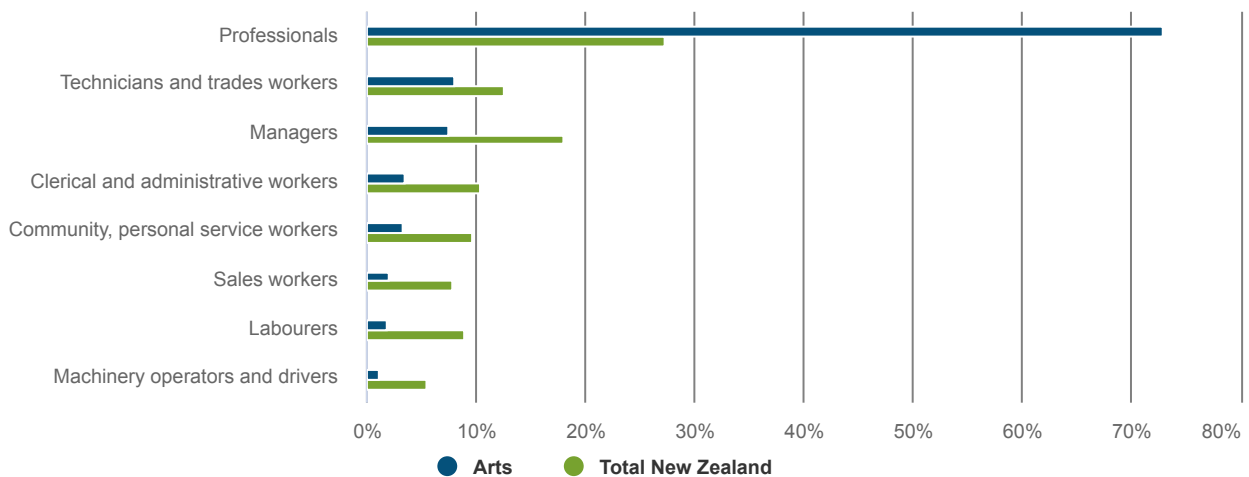
Table 10: Highly-skilled employment in the Arts sector in New Zealand

	Arts			Total New Zealand		
	Employment	% change	% of total	Employment	% change	% of total
2000	11,145		71.4%	567,049		31.4%
2005	13,276	2.6%	73.4%	693,492	4.8%	33.5%
2010	14,449	-1.7%	74.7%	772,441	-0.6%	35.7%
2015	15,784	0.9%	75.6%	855,169	2.8%	37.1%
2020	19,071	3.8%	75.6%	1,002,285	3.8%	38.5%
2021	19,264	1.0%	75.9%	1,032,011	3.0%	39.3%
2022	19,799	2.8%	76.2%	1,080,838	4.7%	40.1%
2023	20,600	4.0%	76.0%	1,121,624	3.8%	40.8%
2024	21,048	2.2%	75.9%	1,153,118	2.8%	41.1%
2025	20,938	-0.5%	75.8%	1,149,285	-0.3%	41.5%

Employment by broad occupation

The ANZSCO classification of occupations is broken into five levels. The one-digit occupation classification groups employment into eight broad occupations. The largest broad (one-digit) occupation in the Arts sector in New Zealand in 2025 was Professionals, with 20,148 jobs (72.9% of all employment in the sector). In 2025 the Arts sector accounted for 27.3% of all Professionals employed in New Zealand.

Figure 12: Employment by broad occupation in New Zealand, 2025



There are 43 two-digit occupations in occupational classifications. The following table looks at employment in the key two-digit occupations in the Arts sector in 2025.

Further details and timeseries data can be found in the Infometrics online Arts Sector Profile.

Table 11: Employment by 2-digit occupation in the Arts sector in New Zealand, 2025

	Arts		Total New Zealand	
	Employment	% of total	Employment	% of total
Arts & Media Professionals	11,894	43.0%	23,441	0.8%
Education Professionals	5,502	19.9%	151,352	5.5%
Other Technicians & Trades Workers	1,529	5.5%	36,700	1.3%
Design, Engineering, Science Professionals	1,411	5.1%	120,673	4.4%
Specialist Managers	873	3.2%	258,571	9.3%
All Others	6,424	23.2%	2,181,630	78.7%
Total	27,633	100%	2,772,368	100%

What are the top detailed occupations in the sector?

At the most detailed level there are around 1,000 occupational classifications. These classifications capture the specific roles undertaken in the economy. Understanding the detailed occupational makeup of a sector provides valuable insights into the key roles and activities performed.

The top five occupations in the Arts sector in New Zealand accounted for 34.8% of overall employment in the sector in 2025. Employment in two of the top five occupations grew between 2020 and 2025.

The following table provides a breakdown of occupational employment in the Arts sector in New Zealand in 2025.

The Infometrics online Arts Sector Profile provides a complete time series of employment by detailed occupation from 2000 onwards.

Table 12: Employment by 6-digit occupation in the Arts sector in New Zealand, 2025

	Arts		Total New Zealand	
	Employment	% of total	Employment	% of total
Music Teacher (Private Tuition)	3,064	11.1%	3,064	0.1%
Painter (Visual Arts)	2,435	8.8%	2,435	0.09%
Author	1,388	5.0%	1,388	0.05%
Technical Director	1,367	4.9%	1,367	0%
Dance Teacher (Private Tuition)	1,351	4.9%	1,351	0%
All Others	18,028	65.2%	2,762,762	99.7%
Total	27,633	100%	2,772,368	100%

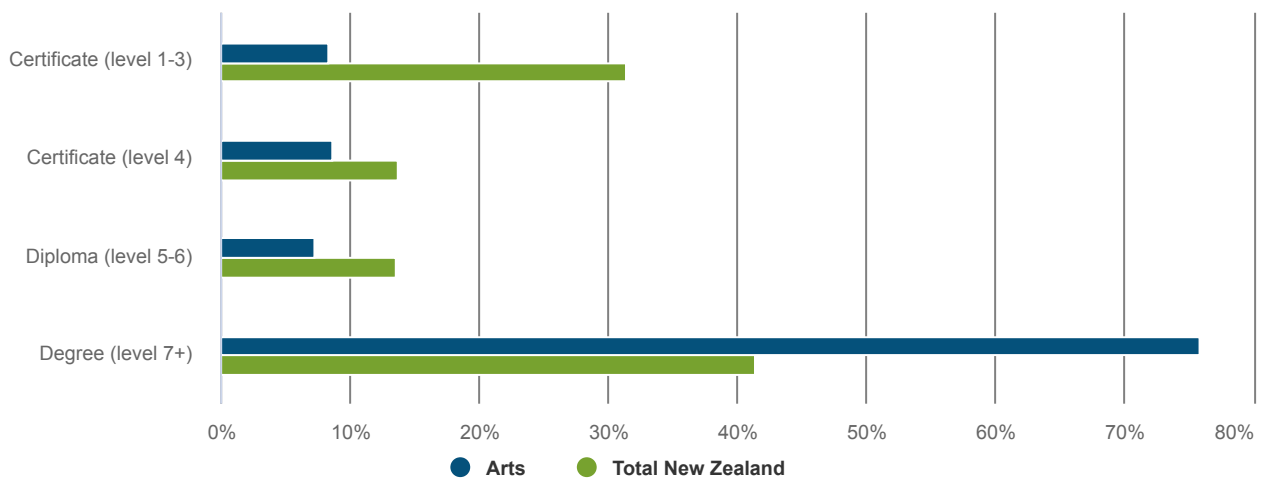
What qualifications do workers entering the sector need?

Gaining insights into the types of qualifications in demand in a sector and how they relate to skill levels can be useful in identifying and addressing skills gaps.

The Infometrics estimates of qualifications are derived from our occupational estimates by using information by industry (via occupational classifications) about the types of qualifications that are ideally required in each occupation. Our estimates therefore do not describe the educational profile of the sector's actual workforce and instead highlight the type of qualifications that are ideally required. For information about the qualification makeup of workers in the Arts sector refer to the Demographics section of this report.

Employers in the Arts in New Zealand ideally require people with a Degree (level 7+).

Figure 13: Qualifications of workers in New Zealand, 2025



The following table shows the ideal qualification level and field of study of workers in the Arts sector in New Zealand in 2025 is a Degree (level 7+) in Creative Arts.

A full timeseries of the data in the table back to 2000 is available in the Infometrics online Arts Sector Profile.

Table 13: Employment by qualification required and field of study in the Arts sector in New Zealand, 2025

	Arts					Total New Zealand				
	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total
Natural and Physical Sciences	30	23	32	1,277	1,361	12,093	2,037	9,609	86,042	109,781
Information Technology	102	7	69	569	746	35,652	2,452	11,839	54,648	104,591
Engineering and Related Technologies	336	605	175	1,223	2,338	150,480	132,518	39,384	123,545	445,927
Architecture and Building	153	203	110	408	874	62,203	79,142	19,806	31,450	192,601
Agriculture, Environmental and Related Studies	186	103	69	207	565	82,066	18,837	6,728	26,881	134,512
Health	171	71	223	1,075	1,540	70,375	16,050	41,399	166,880	294,704
Education	80	49	102	2,193	2,425	28,480	13,929	19,030	141,863	203,303
Management and Commerce	493	186	424	2,358	3,461	163,391	41,392	119,593	256,089	580,465
Society and Culture	288	123	162	3,629	4,201	110,984	24,060	44,870	189,164	369,077
Creative Arts	102	841	560	7,973	9,477	28,551	8,412	28,132	71,165	136,260
Food, Hospitality and Personal Services	350	190	78	26	645	124,025	40,064	35,500	1,559	201,148
Total	2,292	2,399	2,004	20,938	27,633	868,301	378,892	375,890	1,149,285	2,772,368

What jobs are forecast in the sector between 2026 and 2031?

Job openings typically arise for two key reasons - business expansion or contraction and people leaving their job. This section draws on Infometrics forecasts (revised in April 2020) to look at job openings arising from new job openings and replacement job openings. Both concepts, along with total job openings are discussed below.

New job openings are created when businesses are expanding and are positive about their economic outlook. Conversely job destruction occurs when businesses contract and have a negative perspective of their economic outlook.

Replacement job openings provide an estimate of the net number of job openings in the sector that arise from individuals leaving an occupation (eg, retirement, or migration), net of jobs taken by individuals entering an occupation (eg, returning to the workforce from parental leave).

Total job openings estimate overall workers required in a sector as a result of job creation and replacement demand. They are the sum of new job openings and replacement job openings in a given year.

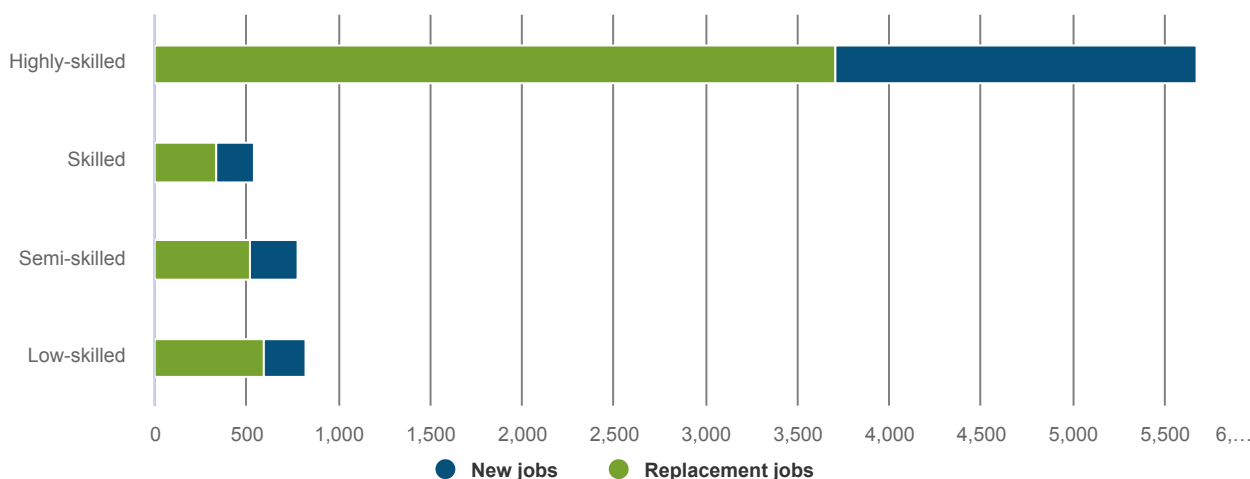
Infometrics estimates there will be 7,824 total job openings in the Arts sector between 2026 and 2031. Of these job openings:

- 34.3% are likely to be due to new job growth
- 65.7% are likely to be due to net replace demand.

Forecast job openings

Of the estimated 7,824 job openings between 2026 and 2031, Infometrics estimates that 72.6% are likely to be Highly-skilled jobs.

Figure 14: Forecast job openings by skill level in the Arts sector in New Zealand, 2026-2031

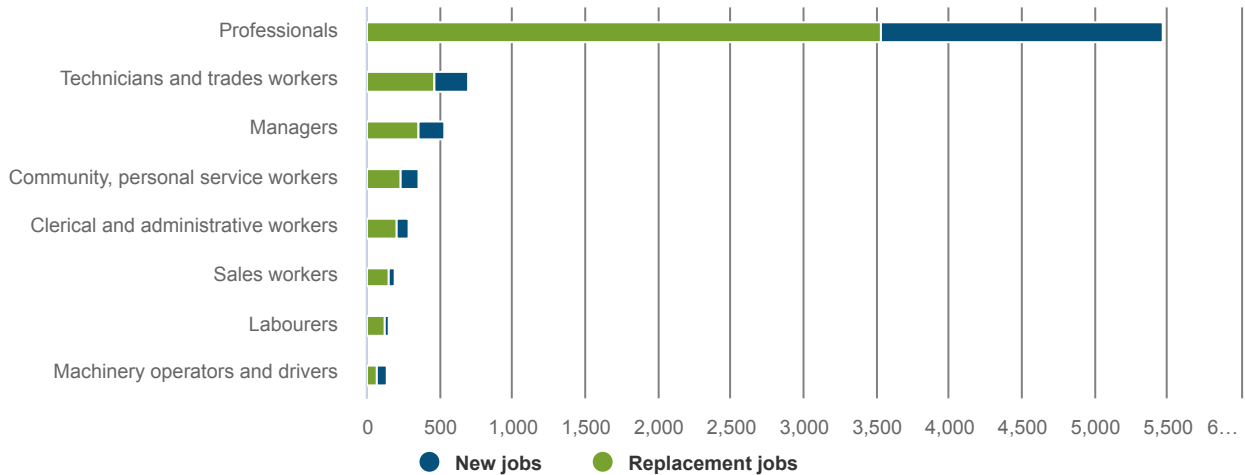


Job openings by broad occupation

The largest broad (level 1) occupation with job openings in the Arts sector between 2026 and 2031 is likely to be Professionals, accounting for 69.8% of job openings in the sector. The majority (64.7% of Professionals job openings are expected to be replacement job openings.

A detailed breakdown of annual forecast job openings by broad occupation in the Arts sector in New Zealand can be found in the Infometrics online Arts Sector Profile.

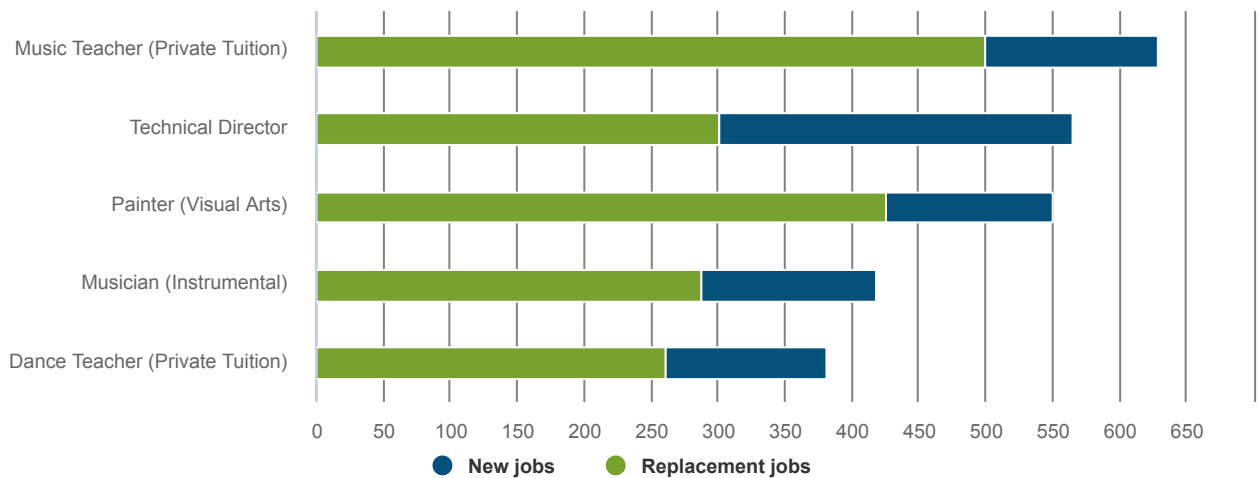
Figure 15: Forecast job openings by broad occupation in the Arts sector in New Zealand, 2026-2031



Forecast job openings by detailed occupation

The top five detailed occupations in the Arts sector in New Zealand are expected to account for 28.5% of all job openings between 2026 and 2031. Replacement job openings for these are expected to make up 20.7% of overall job openings in this sector.

Figure 16: Forecast job openings by detailed occupation in the Arts sector in New Zealand, 2026-2031



The following table shows forecast total job openings by detailed occupation in the Arts sector in New Zealand between 2026 and 2031.

A detailed breakdown of annual forecast job openings by detailed occupation can be found in the Infometrics online Arts Sector Profile.

Table 14: Forecast employment and job openings in the Arts sector in New Zealand by detailed occupation, 2026-2031

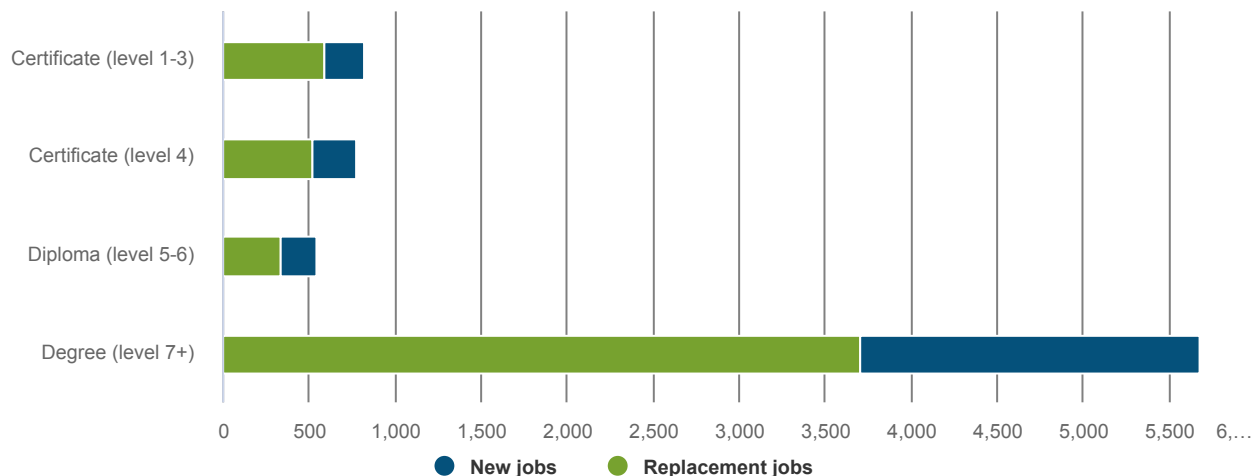
	Arts				Total New Zealand	
	Employment 2025	Employment 2031	New jobs	Replacement jobs	Total job openings	Total job openings
Music Teacher (Private Tuition)	3,064	3,192	129	500	629	629
Painter (Visual Arts)	2,435	2,560	125	425	549	549
Author	1,388	1,360	-29	136	107	107
Technical Director	1,367	1,631	265	301	566	566
Dance Teacher (Private Tuition)	1,351	1,472	121	261	382	382
All others	18,028	20,100	2,073	3,518	5,591	626,139

What qualifications are workers in the sector likely to require in the future?

It is useful for learners, prospective employees and employers to know about the types of qualifications that are going to be in demand through job openings in their area of interest.

In the Arts sector in New Zealand there are likely to be 5,679 Degree (level 7+) between 2026 and 2031. Job openings at Degree (level 7+) account for 72.6% of all job openings in the sector over the period. Most of these job openings are expected to be replacement job openings (3,704 jobs).

Figure 17: Forecast job openings by qualification level in the Arts sector in New Zealand, 2026-2031



The following table shows the ideal qualifications and fields of study that employers are likely to require in the Arts sector in New Zealand between 2026 and 2031.

Table 15: Job openings by qualification required and field of study in the Arts sector in New Zealand, 2026-2031

	Arts					Total New Zealand				
	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total	Certificate (level 1-3)	Certificate (level 4)	Diploma (level 5-6)	Degree (level 7+)	Total
Natural and Physical Sciences	3	2	5	135	146	479	116	987	7,156	8,738
Information Technology	9	1	7	86	102	1,452	120	776	6,050	8,399
Engineering and Related Technologies	39	75	22	172	308	6,027	6,886	3,064	11,557	27,534
Architecture and Building	16	30	15	49	110	2,096	2,465	1,807	1,648	8,016
Agriculture, Environmental and Related Studies	22	17	9	28	76	2,778	991	456	1,125	5,351
Health	22	11	28	132	193	4,746	1,383	3,778	19,897	29,805
Education	8	6	9	206	229	1,175	1,054	1,296	10,977	14,502
Management and Commerce	44	23	32	234	333	6,426	2,299	6,739	17,599	33,064
Society and Culture	27	14	17	286	344	5,413	1,593	3,469	15,378	25,852
Creative Arts	10	59	64	645	778	1,213	475	1,771	5,102	8,561
Food, Hospitality and Personal Services	33	25	4	3	65	5,345	2,947	2,121	90	10,503
Total	234	262	211	1,975	2,682	37,152	20,330	26,264	96,579	180,324

DEMOGRAPHIC PROFILE OF WORKERS

A workforce that has a diverse makeup, experience, and opinions is likely to have the ability to make higher quality decisions. This section looks at diversity in the the Arts sector in New Zealand by examining the demographic makeup of the workforce in terms of age, ethnicity, gender, country of birth, hours worked and highest qualifications.

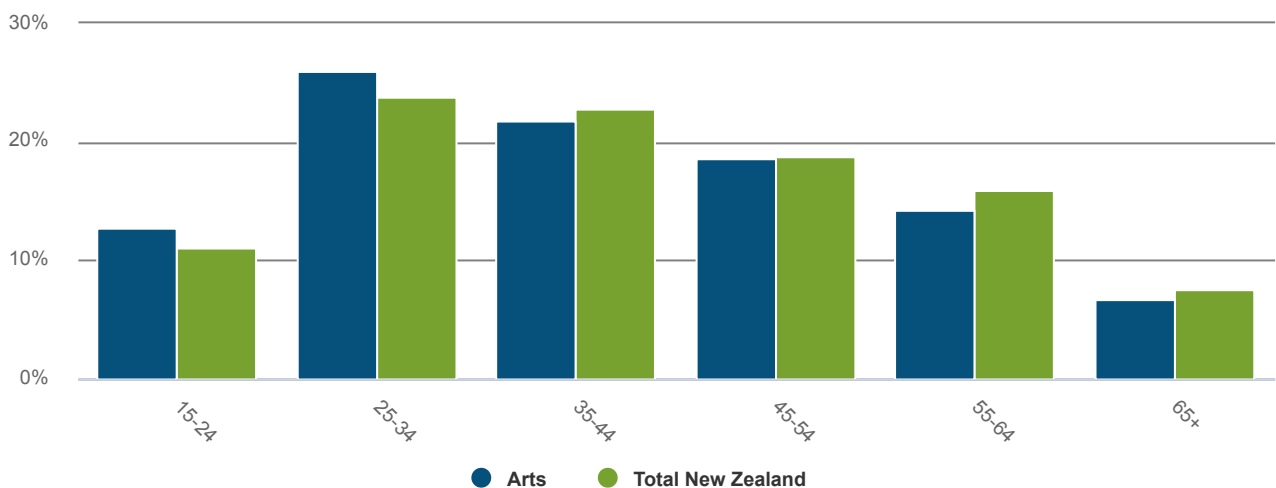
What is the age profile of workers in the sector?

The age profile of a sector can provide valuable insights into the current and future skill needs of a sector.

For example, a sector with an older age profile can indicate that the workforce is more likely to have fewer formal qualifications and more on-job experience than a sector with a more youthful age profile. An older age profile could also indicate a more immediate need to replace workers who may retire or are more likely to leave the workforce in the coming years.

Workers in the Arts sector in New Zealand have a slightly younger average age profile than all workers in New Zealand. In 2025 the average of Arts workers was 41.6 years, compared with 42.7 years for all workers in New Zealand.

Figure 18: Age of workers in New Zealand, 2025



The average age of workers in the Arts sector in New Zealand fell by 0.0 years between 2020 and 2025. Over the same period the overall average age of workers in New Zealand grew by 0.2 years.

The following table shows the age profile of workers in the Arts sector in New Zealand in 2020 and 2025. A full timeseries of employment by age in the Arts sector is available in the Infometrics online Arts Sector Profile.

Table 16: Employment by age in the Arts sector in New Zealand

	Arts				Total New Zealand	
	Employment		Share Of Total		Share Of Total	
	2020	2025	2020	2025	2020	2025
15-24 Years	3,215	3,531	12.7%	12.8%	11.0%	11.1%
25-34 Years	6,560	7,161	26.0%	25.9%	25.5%	23.9%
35-44 Years	5,285	6,022	20.9%	21.8%	20.6%	22.7%
45-54 Years	4,890	5,135	19.4%	18.6%	19.7%	18.8%
55-64 Years	3,694	3,914	14.6%	14.2%	16.3%	16.0%
65 Years and over	1,596	1,871	6.3%	6.8%	6.9%	7.5%

What is the ethnic makeup of workers in the sector?

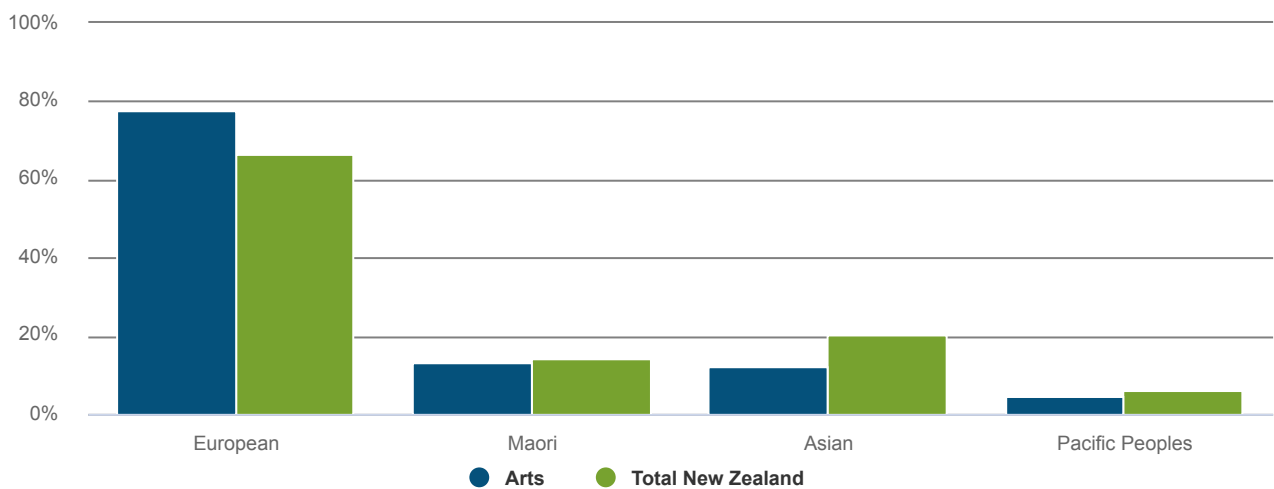
Understanding the ethnic composition of a workforce can be important in terms of improving innovation and productivity levels.

Different ethnic groups can bring diverse perspectives to employment, which when supported, can help support innovation. Similarly, workers from different ethnicities may require different types of in-work support to achieve their productive potential.

In 2025, workers in the Arts sector in New Zealand were:

- less likely to be Māori than workers overall
- less likely to be Pacific Peoples than workers overall
- less likely to be Asian than workers overall

Figure 19: Ethnicity of workers in New Zealand, 2025



The share of European ethnicity in the Arts sector in New Zealand fell from 82.3% in 2020 to 77.9% in 2025. The following table shows the broad ethnicity of workers in the Arts sector in New Zealand in 2020 and 2025.

A full timeseries of employment by ethnicity in the Arts sector is available in the Infometrics online Arts Sector Profile.

Table 17: Employment by ethnicity in the Arts sector in New Zealand

	Arts				Total New Zealand	
	Employment		Share Of Total		Share Of Total	
	2020	2025	2020	2025	2020	2025
European	20,786	21,513	82.3%	77.9%	70.3%	66.4%
Māori	2,948	3,654	11.7%	13.2%	13.4%	14.0%
Asian	2,315	3,370	9.2%	12.2%	15.7%	20.2%
Pacific Peoples	965	1,204	3.8%	4.4%	6.1%	6.1%

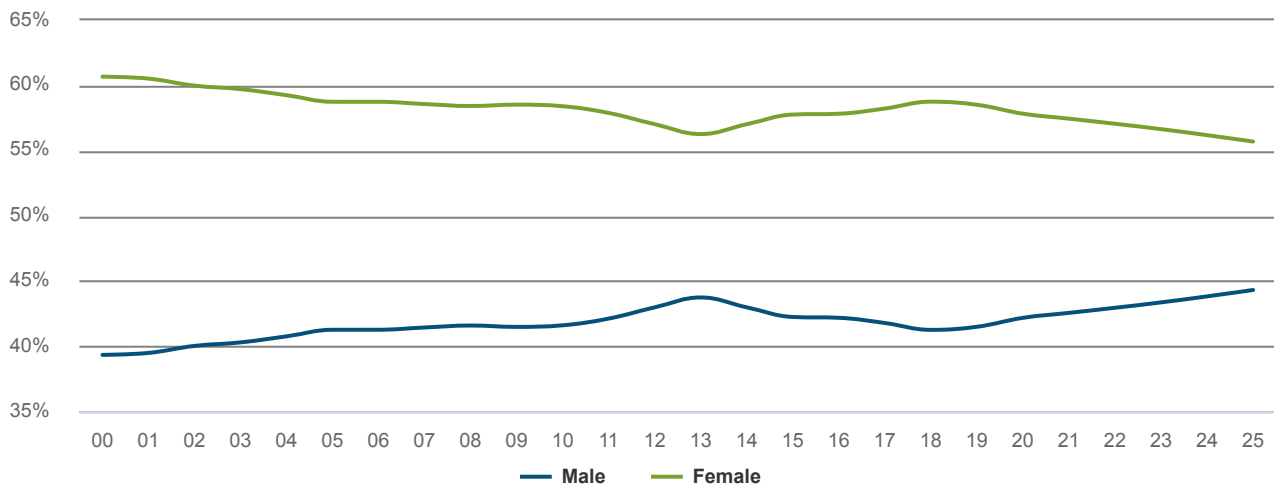
What is the gender balance of the sector?

Males and females can bring different approaches and insights to the workforce.

Share of employment by gender

This section looks at how the gender profile of the Arts sector in New Zealand has changed over time. The share of female employment in the Arts sector in New Zealand decreased from 58.4% in 2010 to 55.7% in 2025.

Figure 20: Employment by gender in the Arts sector in New Zealand



The following table shows the gender makeup of workers in the Arts sector in New Zealand for selected years.

A full timeseries of employment by gender in the Arts sector from 2000 is available in the Infometrics online Arts Sector Profile.

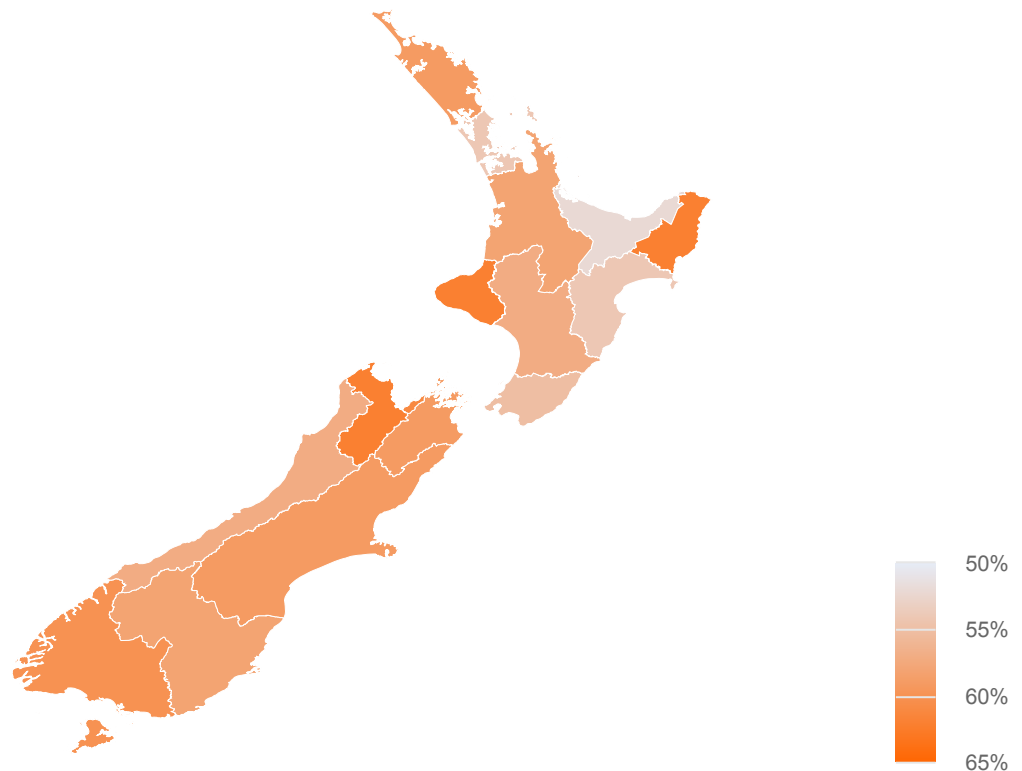
Table 18: Change in employment by gender in the Arts sector in New Zealand

	Arts				Total New Zealand	
	Employment		% share		Male	Female
	Male	Female	Male	Female		
2000	6,137	9,470	39.3%	60.7%	52.7%	47.3%
2005	7,463	10,629	41.3%	58.7%	52.7%	47.3%
2010	8,040	11,290	41.6%	58.4%	52.6%	47.4%
2015	8,819	12,062	42.2%	57.8%	52.7%	47.3%
2020	10,643	14,598	42.2%	57.8%	52.4%	47.6%
2021	10,796	14,577	42.5%	57.5%	52.2%	47.8%
2022	11,162	14,834	42.9%	57.1%	52.1%	47.9%
2023	11,751	15,354	43.4%	56.6%	52.0%	48.0%
2024	12,156	15,589	43.8%	56.2%	52.0%	48.0%
2025	12,243	15,390	44.3%	55.7%	52.0%	48.0%

Regional employment by gender

Female employment in the Arts sector is highest in Auckland. The following map shows how the percentage of female workers in the Arts sector varies by region.

Figure 21: Female share of employment in the Arts sector, 2025



The following table provides supporting information on the gender balance of workers in the Arts sector in 2025.

Data showing the regional gender makeup of workers in the Arts sector from 2000 is available in the Infometrics online Arts Sector Profile.

Table 19: Regional employment by gender in the Arts sector, 2025

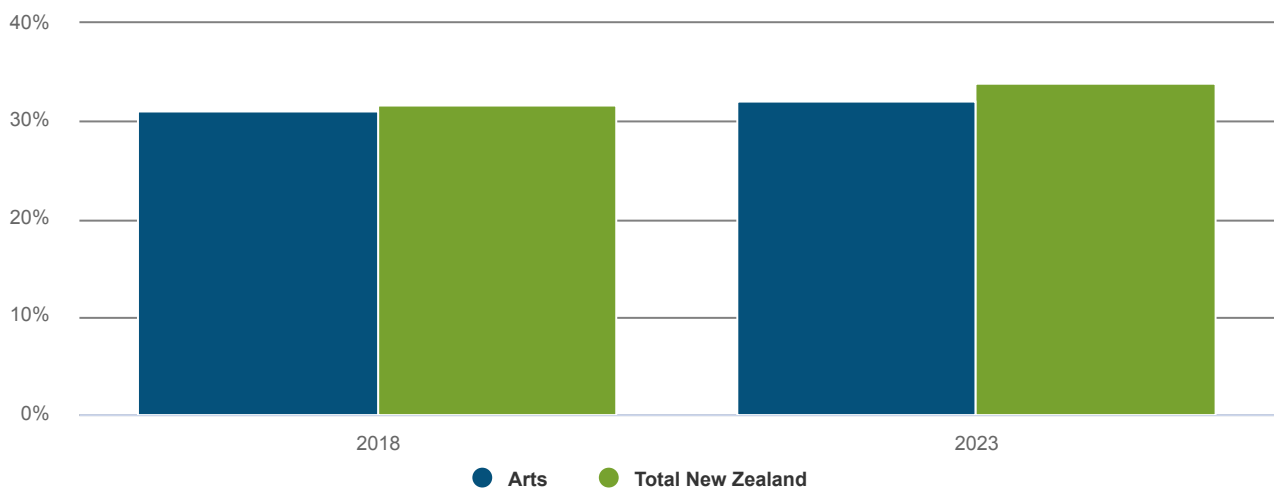
	Arts				Total economy	
	Employment		% share		% share	
	Male	Female	Male	Female	Male	Female
Auckland	5,374	6,272	46.0%	54.0%	52.0%	48.0%
Bay of Plenty Region	677	732	48.0%	52.0%	52.0%	48.0%
Canterbury Region	1,251	1,815	41.0%	59.0%	53.0%	47.0%
Gisborne Region	75	121	38.0%	62.0%	52.0%	48.0%
Hawke's Bay Region	287	336	46.0%	54.0%	53.0%	47.0%
Manawatu-Whanganui Region	379	509	43.0%	57.0%	52.0%	48.0%
Marlborough Region	103	148	41.0%	59.0%	54.0%	46.0%
Nelson Region	119	188	39.0%	61.0%	49.0%	51.0%
Northland Region	271	391	41.0%	59.0%	50.0%	50.0%
Otago Region	546	761	42.0%	58.0%	52.0%	48.0%
Southland Region	134	198	40.0%	60.0%	53.0%	47.0%
Taranaki Region	171	283	38.0%	62.0%	53.0%	47.0%
Tasman Region	98	157	38.0%	62.0%	55.0%	45.0%
Waikato Region	810	1,140	42.0%	58.0%	53.0%	47.0%
Wellington Region	1,886	2,267	45.0%	55.0%	50.0%	50.0%
West Coast Region	57	77	43.0%	57.0%	53.0%	47.0%

Where were workers in the sector born?

Migrant workers can bring valuable skills and experience to a sector. Additionally, migrant workers may also require additional levels of support in the workplace including literacy training and cultural integration. Improved support can help advance migrants' feelings of self-worth and belonging as well improve productivity. This can also have an impact on the likelihood of migrants remaining in the sector.

Census data shows that the migrant Arts sector workforce in New Zealand comprises 32.1% of workers. This compares to 33.9% of all workers in New Zealand. The share of Arts sector workers born overseas increased from 31.1% to 32.1% between 2018 and 2023. The share of all workers born overseas in New Zealand increased 2.3% over the period.

Figure 22: Share of workers in New Zealand born abroad



The most common origin for workers in the Arts sector outside New Zealand is Europe. The following table shows the country of birth of workers in the Arts sector in New Zealand from recent censuses.

Table 20: Employment by country of birth in the Arts sector in New Zealand

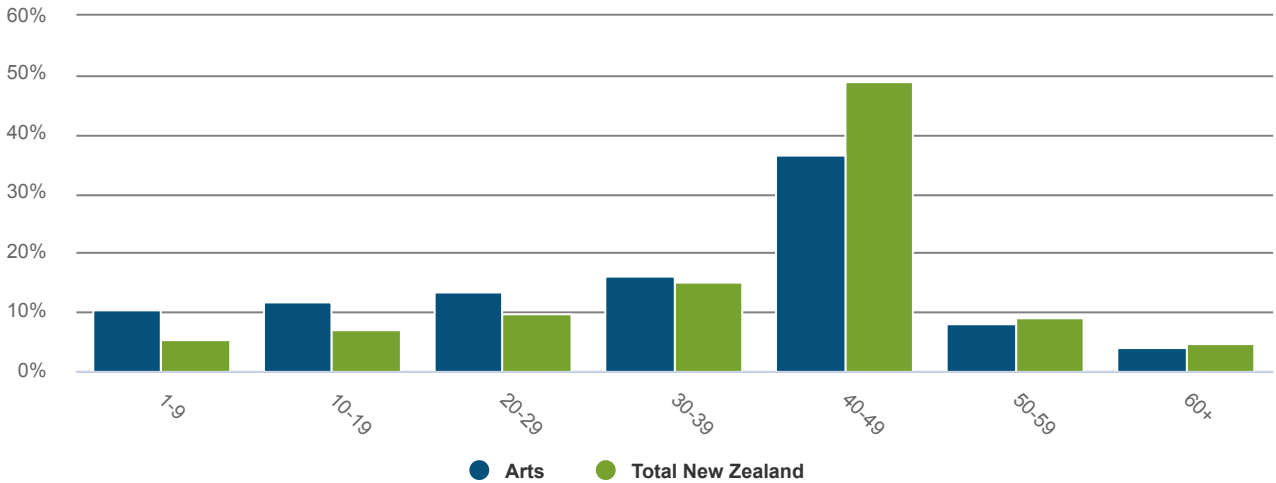
	Arts				Total New Zealand	
	Employment		Share Of Total		Share Of Total	
	2018	2023	2018	2023	2018	2023
New Zealand	16,026	18,406	68.9%	67.9%	68.4%	66.1%
Europe	2,702	2,904	11.6%	10.7%	8.9%	8.0%
Asia	2,096	2,843	9.0%	10.5%	12.1%	14.3%
Sub-Saharan Africa	619	765	2.7%	2.8%	2.6%	3.0%
Rest of Oceania	510	614	2.2%	2.3%	4.2%	4.4%
Australia	519	613	2.2%	2.3%	1.6%	1.7%
Northern America	508	574	2.2%	2.1%	1.0%	1.1%
North Africa and the Middle East	63	143	0.3%	0.5%	0.5%	0.5%
Other	179	227	0.8%	0.8%	0.7%	0.9%

How many hours do people work in the sector?

The number of hours worked in a sector can be an indicator of worker attachment to the sector. Hours worked in a sector can provide an indication of how much employers could meet growth by utilising their existing workforce without taking on additional labour, and can also highlight how likely people in employment are likely to undertake training.

People may have more than one job, though in New Zealand most people have only one. Here we look at people whose main job is in the Arts sector.

Figure 23: Hours worked (main job) in New Zealand, 2023

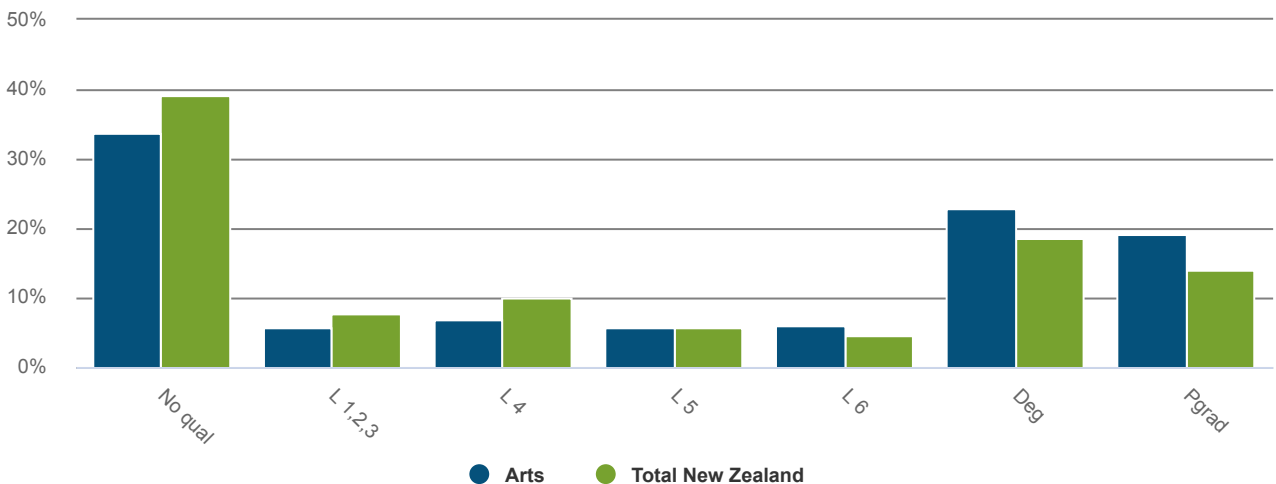


The Infometrics online Arts Sector Profile provides more information on hours worked in the sector for both main jobs and all jobs.

How qualified are workers in the sector?

Higher educational attainment, in terms of recognised qualifications, is associated with a range of positive outcomes, including better income and workplace productivity.

Figure 24: Highest qualification (post school) of workers in New Zealand, 2023



The Infometrics online Arts Sector Profile provides more information on school and post-school qualifications of workers in the sector.

DATA NOTES

Broad skill level

Highly-skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Skilled occupations typically require a level 5-6 Certificate or Diploma on the New Zealand Qualifications Framework (NZQF). The category includes some managers (such as retail managers) and technicians (such as architectural draftspersons, ICT support technicians and dental hygienists). This category is consistent with skill level two of the ANZSCO classification.

Semi-skilled occupations typically require an Level 4 qualification on the NZQF. The category includes tradespersons (such as motor mechanics), skilled service workers (such as firefighters), as well as skilled clerical and sales workers (such as legal secretaries and estate agents). This category is consistent with skill level three of the ANZSCO classification.

Low-skilled occupations typically require a Level 3 qualification or lower on the NZQF. The category includes a range of lower skilled occupations from general clerks, caregivers, and sales assistants, through to cleaners and labourers. This category is consistent with skill level three and four of the ANZSCO classification.

Businesses

Data on the number of businesses is sourced from the Business Demography statistics from Statistics New Zealand. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg. a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who don't draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (eg. holding company).

Only businesses that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than \$30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over \$40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

Demographic characteristics of people in employment

The demographic characteristics of workers in each sector are sourced from recent Stats NZ Population Censuses.

Employment in each sector is defined in terms of both industries and occupations using an industry-occupation employment matrix. After defining the sector on the matrix we sum employment across all occupations in each industry. We measure the demographic characteristics of employees in individual industries using data from recent Population Censuses and aggregate across industries to arrive at an estimate for the sector as a whole.

Employment

Industry employment numbers are from Infometrics' Regional Industry Occupation Employment Model (RIOEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Stats NZ. RIEM differs from Stats NZ's Business Demography data in that it is a quarterly series (BD is annual), and LEED includes both employees and the self-employed (BD only includes employees).

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs.

Forecasts

The employment forecasts in this profile have been generated from the Infometrics Industry Model. This model produces forecasts of employment for 54 industries using a mix of principal component and regression techniques to link macroeconomic key indicators (eg inflation, interest rates, unemployment, the exchange rate, business profitability etc.) to prospects for each industry. A key aspect of this approach is that it produces an outlook for an industry that takes into account the recent performance of that industry, the impact of key influences on business performance in that industry, and is also constrained to ensure that the sum of production in all industries equals our forecasts of overall economic activity. That is, an industry can only grow faster than overall economic growth if past industrial performance and business conditions indicate that it will increase its share of national output.

Infometrics then decomposes these forecasts to a detailed industry level and uses industry-occupation employment matrices for New Zealand in order to measure total employment in a defined sector.

Full-time equivalent

Full-time equivalent (FTE) employment is a way of looking at employment that takes into account the work-load of people into employment. FTE employment is the sum of all full-time jobs plus half the number of part-time jobs. Two people who are employed part-time are measured as one FTE.

GDP

Gross domestic product (GDP) presented in this sector is estimated by Infometrics. GDP is measured in constant 2025 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation, which enables us to meaningfully compare GDP from one year to the next.

GDP estimates are calculated by using earning and employment from Linked Employer Employee Data (LEED) to break down national production-based GDP published by Stats NZ.

A top down approach approach is used to break Statistics New Zealand National Production based GDP.

Job openings

New job openings are created when businesses are expanding and are positive about their economic outlook. Conversely job destruction occurs when businesses contract and have a negative perspective of their economic outlook.

Replacement job openings provides an estimate of the net number of job openings in the sector that arise from individuals leaving an occupation (eg, retirement, or migration), net of jobs taken by individuals entering an occupation (eg, returning to the workforce from parental leave).

Total job openings estimate overall workers required in a sector as a result of job creation and replacement demand. They are the sum of new job openings and replacement job openings in a given year.

Occupation definitions

Infometrics uses the Australian and New Zealand Standard Classification of Occupations (ANZSCO), which provides a basis for the standardised collection, analysis and dissemination of occupation data for Australia and New Zealand.

ANZSCO identifies a set of occupations covering all jobs in the labour market, defines these occupations according to their attributes and groups them based on their similarity into successively broader categories for statistical and other types of analysis. The individual objects classified in ANZSCO are jobs. In ANZSCO, occupations are organised into progressively larger groups based on their similarities in terms of both skill level and skill specialisation.

ANZSCO is structured into five hierarchical levels. These are around 1,000 occupations at "level 5" of the hierarchy, where occupations are defined in terms of sets of jobs which involve the performance of a common set of tasks. These occupations can be progressively grouped up through the classification hierarchy to come up with eight "level 1" occupations that are based on combinations of skill level and skill specialisation.

More information is available from ABS and Stats NZ: <https://www.abs.govt.nz/ANZSCO>.

Occupational employment

Occupation employment numbers are from Infometrics' Regional Industry Occupation Employment Model (RIOEM). Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. Population Censuses measure the occupational composition of employment in each industry and how this changes over time. Occupations conform to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Self-employment

Self-employment rates are from Annual Linked Employer Employee Data (LEED).