



Legislative Council Economy and Infrastructure Committee

Inquiry: Inquiry into the cultural and creative industries in Victoria

Hearing Date: 27 February 2025

Question[s] taken on notice

Directed to: Jo Porter, Regional Arts Victoria

Received Date: 10 March 2025

1. Asked by Tom McIntosh, p. 13

Question Asked:

Tom McINTOSH: I was just wondering if you could talk through some of the employment statistics regionally. You mentioned going from one side of the state to the other. I am in Eastern Victoria, so down to Lake Tyers' edge. I was wondering if you could talk through some of the high-level employment data.

Jo PORTER: Do you have a slightly more specific question in terms of RAV zone employment?

Tom McINTOSH: Just more broadly about the industry. How do you see the impacts, whether you want to talk to regions or particular towns, through workforce and investment in the local economy and that side of things?

Jo PORTER: Okay. I might need to take that one on notice for really specific information.

Response:

There is no specific data around the exact number of people working in the creative industries (arts and culture) in Gippsland.

However:

Data from Creative Victoria and Creative Australia indicates that Victoria's creative economy employment is around 325,758 people (5% of the general Victorian population). Based on ABS 2021 census statistics Gippsland is around 2.5% of Victoria's population of approximately 6.5 million.

2022-2023 data from Creative Victorian indicates that the creative economy contributed \$40.5 billion to the Victorian economy.

From the above we deduce that creative economy employment in Gippsland is at least 16,324 people and that the sector contributes around \$1 billion to the Gippsland economy.

RAV's own research indicates that employment is a mix of:

- Not-for-profit companies such as FLOAT (Lakes Entrance), It's No Drama (Inverloch) and East Gippsland Art Gallery (Bairnsdale)
- Individual practitioners, sole traders
- Employees in local government facilities: technicians, curators
- Casual event workers eg music festivals and block buster exhibitions
- Creative businesses: web design, fashion, publishing, architecture etc

Employment numbers based on the 2021 census exclude a movement of creatives from Melbourne to regional Victoria.

Employment numbers also excludes **significant** numbers of people in regional Victoria who do not identify as being "employed" in the creative industries but who participate as volunteers and contribute to the economies and liveability of small and large towns. According to Volunteers Victoria, volunteers contribute economic around \$8.1 billion to the Victoria's Gross State Product and at 2.5% this equates to around \$202 million in Gippsland.

These volunteers generate ticket sales to cover their rental and production costs thereby stimulating suppliers and local businesses who sell refreshments, fuel etc and provide catering at events:

- small hall committees who present performances and regional festivals: East Gippsland Winter Festival,
- Live at the Bundy, Meeniyah Town Hall (Lyrebird Arts Council), Orbost Entertainment Centre, Courthouse Stratford, Slipway Lakes Entrance to name a few
- Community orchestras and ensembles such as the Maffra Municipal Band or Gippsland Symphony Orchestra
- Dramatic and lyric opera companies who produce musicals and plays eg Leongatha Lyric Theatre which attracts significant audiences whose spend on tickets and in local businesses