



**Blue Mountains
a Creative Industries hot spot**

Creative Industries: industries involving individual creativity, skill and talent that have a potential for wealth and job creation through the generation of intellectual property.

(UK Department of Culture, Media and Sport.)

Quick facts:

- The total output of the Blue Mountains Creative Industries is estimated to be \$592m
- 8% of the locally available jobs are in the Creative Industries
- The Creative Industries is the third greatest contributor to the Blue Mountains Gross Regional Product. (\$152m)
- 7.6% of the total residential population of the Blue Mountains is employed in the Creative industries. Compared to the NSW state average of 4.7%
- Creative Industries is in the top 5 of all employing sectors in the Blue Mountains

TABLE 1.0 SECTORS CLASSIFIED AS CREATIVE INDUSTRIES IN THE BLUE MOUNTAINS

CULTURAL PRODUCTION	CREATIVE SERVICES
Music, Performing and Visual Arts	Internet and Digital Services
Music and Other Sound Recording Activities	Internet Service Providers and Web Search Portals
Performing Arts Operation	Data Processing and Web Hosting Services
Performing Arts Venue Operation	Computer System Design and Related Services
Creative Artists, Musicians, Writers and Performers	Software Publishing
Motion Picture Exhibition	Internet Publishing and Broadcasting
Libraries, Archives and Museums	Advertising
Libraries and Archives	Advertising Services
Museum Operation (includes Art Gallery Operations)	
Information media	Design
Music Publishing	Architectural Services
Newspaper Publishing	Other Specialised Design Services
Magazine and Other Periodical Publishing	Professional Photographic Services
Book Publishing	Engineering Design and Engineering Consulting Services
Other Publishing (except Software, Music and Internet)	Jewellery and Silverware Manufacturing
Media Production and Broadcasting	Creative Construction Services
Motion Picture and Video Production	Other Construction Services
Post-production Services and Other Motion Picture and Video Activities	Landscape Construction Services
Cable and Other Subscription Broadcasting	Creative Education
Free-to-Air Television Broadcasting	Arts Education
Radio Broadcasting	

Blue Mountains Economic Enterprise (BMEE) is the peak regional economic development organisation for the Blue Mountains. BMEE aims to stimulate economic development in the Blue Mountains through advocacy, investment and job creation, consistent with our competitive advantages.



In 2013, A Creative Industries Cluster was formed by Blue Mountains Economic Enterprise. The Cluster is proving to be a catalyst for job creation, through a number of commercial projects.

The Blue Mountains has long been recognised as a creative hub and was named the inaugural 'City of the Arts' in 1998. Much of the success of the region as a premier tourism destination is linked to arts and cultural experiences. A residence and retreat destination for many of Australia's pre-eminent artists across all disciplines and a renowned festival location, the Blue Mountains' reputation as an arts and cultural hub is well established.

The 2012 opening of the Blue Mountains Cultural Centre in Katoomba further cements the region's competitive advantage by providing a world-class exhibition program, the world-heritage interpretive centre and a focal point for creative industry development. In addition to this, the Springwood Civic Centre development will add strength to the region's appeal as a creative destination.

TABLE 1.7 BLUE MOUNTAINS CREATIVE INDUSTRIES ECONOMIC IMPACT SUMMARY

IMPACT	DIRECT EFFECT (\$M)	INDUSTRIAL EFFECT (\$M)	CONSUMPTION EFFECT (\$M)	TOTAL EFFECT (\$M)	TYPE 1 MULTIPLIER	TYPE 2 MULTIPLIER
Output (\$M)	\$331.764	\$173.569	\$87.259	\$592.591	1.523	1.786
Employment (Jobs)	1,319	654	391	2,364	1.496	1.792
Wages and Salaries (\$M)	\$93.201	\$46.149	\$21.656	\$161.007	1.495	1.728
Value added (\$M)	\$152.795	\$73.988	\$50.335	\$277.118	1.484	1.814