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Profile of Dunedin's arts and culture sector



Report by Benje Patterson, Economist

Benje Patterson | People & Places

www.benjepatterson.co.nz

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Report prepared for: Ara Toi, Dunedin City
Council

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Executive summary

Dunedin's arts and culture sector is a key contributor to the quality of life of residents and plays an important role in the city's reputation with visitors.

This research takes a broad perspective when considering the sector, with analysis encompassing not just economic outcomes stemming from arts and culture, but also outcomes related to people and the community.

The analysis has been designed to give a baseline understanding of the arts and culture sector in Dunedin. It can be used as a starting point to develop closer relationships between stakeholders, communicate opportunities and challenges to a range of audiences, support business cases for investment, and to identify knowledge gaps that can be filled through more targeted research.

This report has been prepared by Benje Patterson for Ara Toi at Dunedin City Council.

Key findings

- Dunedin's arts and culture sector supported approximately 2,524 jobs in 2019. Employment has risen from 2,239 jobs in 2009, at an average growth rate of 1.2%pa over the past decade.
- The arts and culture sector accounted for approximately 3.9% of Dunedin's employment.
- 25% of arts and culture jobs are held by self-employed, compared to a self-employment rate of 12% across Dunedin's job market.
- The largest subsectors of employment were design, followed by museum/library/archives, screen production and radio, visual arts, performing arts, and publishing.
- Approximately 56% of employment was directly within the listed arts and culture subsectors, while the remainder were people with arts and culture occupations within other industries.
- Arts and culture employees are more likely to work part-time than others in Dunedin.
- Data from Census 2018 showed that 42.4% of all arts and culture sector employees had a degree, compared to 32.3% across all employment in Dunedin.
- The largest occupations are graphic designers, architects, advertising managers, and newspaper or periodical editors. Rounding out the top 10 are music teachers, photographers, painters, librarians, authors, and print journalists.
- Arts and culture sector employees are more likely to be male and European than across all employment in Dunedin. There are also large cohorts of workers in their 40s and aged 65+.
- There were 1,070 students enrolled in creative disciplines at Dunedin's tertiary institutions in 2019. Enticing even a fraction of graduates to remain in the city would go a long way to meeting the sector's future demand for new employees.
- Dunedin's arts and culture sector is estimated to have generated \$228 million of GDP (value add) in 2019. GDP has risen at an average growth rate of 3.0%pa over the past decade, faster than total GDP growth of 1.4%pa across Dunedin.
- Analysis of online conversations showed that 10% of Dunedin conversations were about culture and history, compared to 4% of online conversations across New Zealand.
- Dunedin residents have reported a high level of satisfaction and visitation of key public arts and culture sites in the city.

Introduction

This report has been prepared for Ara Toi, Dunedin City Council. The research takes a broad perspective of the arts and culture sector, and encompasses not just economic outcomes, but also outcomes related to people working in the sector and the community.

The report has been designed to give a detailed baseline understanding of the composition of Dunedin's arts and culture sector, as well as trends through time and comparisons to other parts of the country. Evidence in this report has been compiled using desktop analysis.

What is covered in the report?

The report includes analysis of the following topics:

- Employment
- Hours worked
- Qualifications
- Occupations
- Demographics of those working in the sector (including age, sex, and ethnicity)
- Future pipeline of workers
- Economic contribution
- Businesses
- Tourism
- Locals' connections to the sector.

Defining the arts

To access official data sources a clear definition of the arts and culture sector is needed. For consistency with central government, this report relies on a definition identified by Manatū Taonga – the Ministry of Culture and Heritage (the Ministry) in a 2020 report it commissioned. This definition expands on one used in an earlier 2015 report for the Ministry and Creative New Zealand¹.

The Ministry's definition includes people employed within organisations in a range of arts and culture-related industries, as well as people with occupations identified as being creative. The full list of industries and occupations that feed into the definition are found in 'Appendix – sector definition'.

There are a number of subsectors within the broader definition of the arts and culture sector, including:

- Performing arts
- Museum/library/archives
- Publishing
- Design
- Screen production and radio
- Visual arts, crafts and photography.

¹ Schorn, A & Whiteford, A (2020), *Impact of COVID-19 on the Arts and Creative Sector*, report prepared for Manatū Taonga – Ministry for Culture and Heritage.

Stroombergen, A (2015), *An economic profile of the arts in New Zealand Working Paper*, report prepared for Creative New Zealand and Manatū Taonga – Ministry for Culture and Heritage.

The report focuses on the overall arts and culture sector, but some outcomes related to employment and value added have been split into the subsectors where possible.

Data sources

Data in this report has been sourced from a variety of sources. Data has been gathered during November and December 2020. Subsequent revisions to third party datasets may occur following the publishing of this report. Data sources used include:

- Dunedin City Council's subscription to Infometrics - an economic consultancy that models data from a range of Statistics New Zealand sources including employee tax records, business demography, and Census data
- Secondary school subject enrolments from the Ministry of Education
- Student enrolments data from the Tertiary Education Commission
- Dunedin City Council Residents' Opinion Survey
- Dunedin People's Panel
- Think! X Innovations' Tourism Sentiment Index
- The International Visitor Survey.

Employment

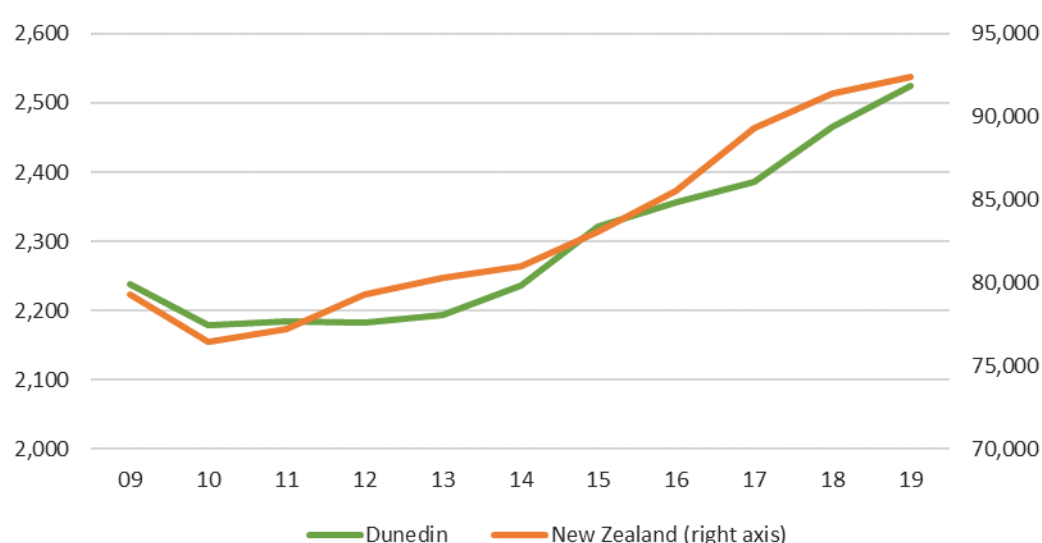
This section describes the jobs available within the arts and culture sector. The analysis considers changes in employment through time, relative to the rest of Dunedin's economy and nationally.

Employment levels and trends across the sector

Dunedin's arts and culture sector supported approximately 2,524 jobs in 2019. Employment in the sector has risen from 2,239 jobs in 2009, at an average growth rate of 1.2%pa over the past decade. This growth has been just behind the 1.5%pa growth rate experienced nationally for the sector.

Graph 1

Employment in the arts and culture sector
Filled jobs, March years, source: Infometrics



The arts and culture sector accounted for approximately 3.9% of employment in Dunedin during 2019, up from 3.6% in 2009. Dunedin's arts and culture sector's share of total employment is higher than the sector's share of employment nationally, which sat at 3.6% in 2019.

Table 1

Arts and culture's share of total employment		
<i>Share of total filled jobs, March year, calculations from Infometrics data</i>		
Year	Dunedin	New Zealand
2009	3.6%	3.6%
2019	3.9%	3.6%

Arts and culture employment has grown faster than total employment in Dunedin over the past decade.

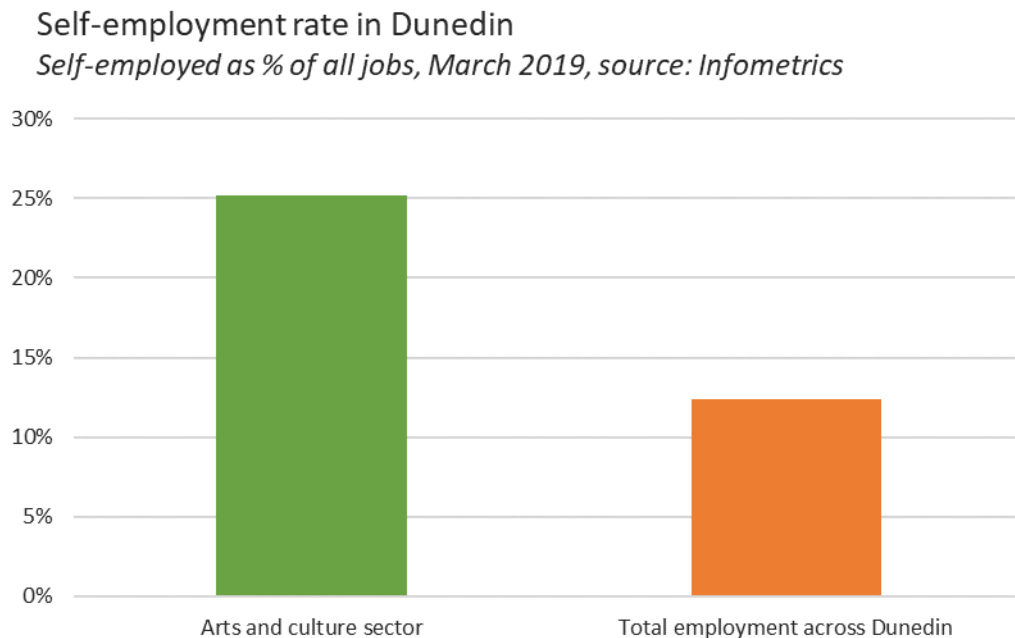
Table 2

Comparing growth in arts and culture jobs with total employment growth across Dunedin		
<i>Total filled jobs, March year, source: Infometrics</i>		
	Arts & culture jobs in Dunedin	Total jobs in Dunedin
2009	2,239	62,159
2019	2,524	65,159
Average growth (pa, 2009-19)	1.2%	0.5%

Many people are self-employed

A large number of people in the arts and culture sector don't work for an organisation or business and are classified as being self-employed. In fact, 25% of arts and culture jobs are held by self-employed people, compared to a self-employment rate of 12% across Dunedin's job market as a whole.

Graph 2



Considering employment in arts and culture subsectors

There are a number of subsectors within the broader definition of the arts and culture sector, including:

- Performing arts
- Museum/library/archives
- Publishing
- Design
- Screen production and radio
- Visual arts, crafts and photography.

The following table shows that the largest subsectors of arts and culture employment were design, followed by museum/library/archives. These two subsectors also had the fastest employment growth over the past decade.

Approximately 56% of employment was directly within the listed arts and culture subsectors, while the remainder were people with arts and culture occupations within other industries.

Table 3

Arts and culture sector employment across subsectors and within other industries			
<i>Total filled jobs, March year, calculations from Infometrics data</i>			
Subsector	2019	2009	Average growth (pa, 2009-19)
Design	493	344	3.7%
Museum/library/archives	436	398	0.9%
Screen production and radio	229	223	0.3%
Visual arts, crafts and photography	186	171	0.8%
Performing arts	56	61	-0.9%
Publishing	24	32	-2.8%
Total within arts and culture industries	1,424	1,229	1.5%
Arts/culture employment in other industries	1,100	1,010	0.9%
Total arts and culture sector	2,524	2,239	1.2%

Hours worked

People in Dunedin's arts and culture sector are more likely to work part-time than across all employment in Dunedin. Data from Census 2018 showed that the average hours worked by people in the arts and culture sector was 35 hours per week, compared to 37.2 hours per week across all employment in Dunedin.

More detailed analysis shows that there was a relatively large cohort of people working less than 10 hours per week, as well as fewer people that worked long hours of 40+ hours per week. The number of people in the arts and culture sector who worked 30 to 39 hours per week was similar to across all employment in Dunedin.

Graph 3

Hours worked by people in Dunedin
% of people with these weekly hours. Census 2018, Infometrics

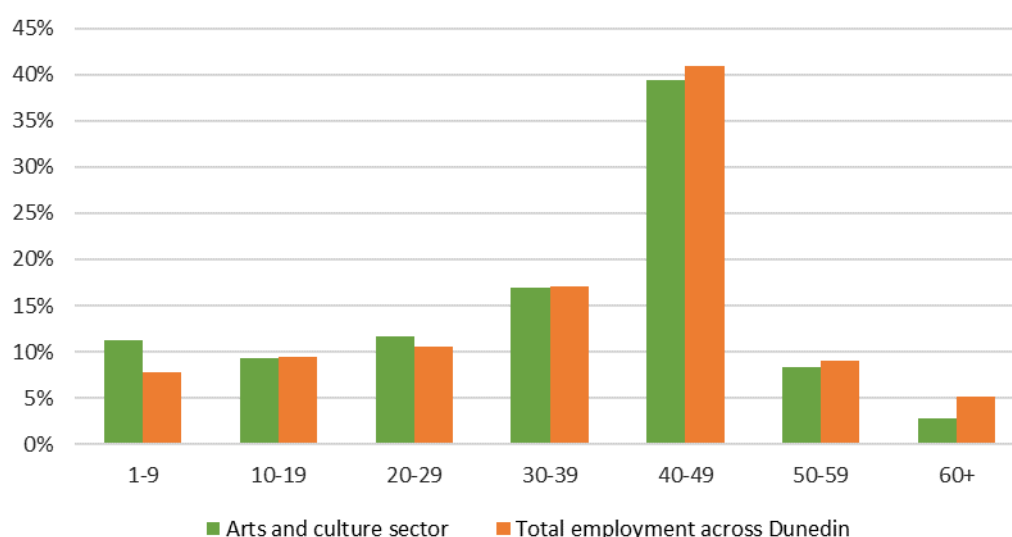


Table 4

Comparing hours worked by people in Dunedin's arts and culture sector with all employment		
Proportion of people in Dunedin working these weekly hours, source: Census 2018, Infometrics		
Hours worked per week	Arts & culture sector	Total employment in Dunedin
1-9	11.3%	7.8%
10-19	9.3%	9.4%
20-29	11.7%	10.5%
30-39	17.0%	17.1%
40-49	39.4%	40.9%
50-59	8.4%	9.1%
60+	2.8%	5.1%
Total	100%	100%
Average hours per week	35.0 hours	37.2 hours

Qualifications

People in Dunedin's arts and culture sector are more likely to be higher qualified than across all employment in Dunedin. Data from Census 2018 showed that 42.4% of all arts and culture sector employees had a degree, compared to 32.3% across all employment in Dunedin. A further 11.8% of employees had a diploma, compared to 9.0% across all employment in Dunedin.

Only 6.9% of people in the arts and culture sector had no qualification, compared to 10.3% across all employment in Dunedin.

Graph 4

Highest qualifications of people in Dunedin
% of people with highest qualification. Census 2018, Infometrics

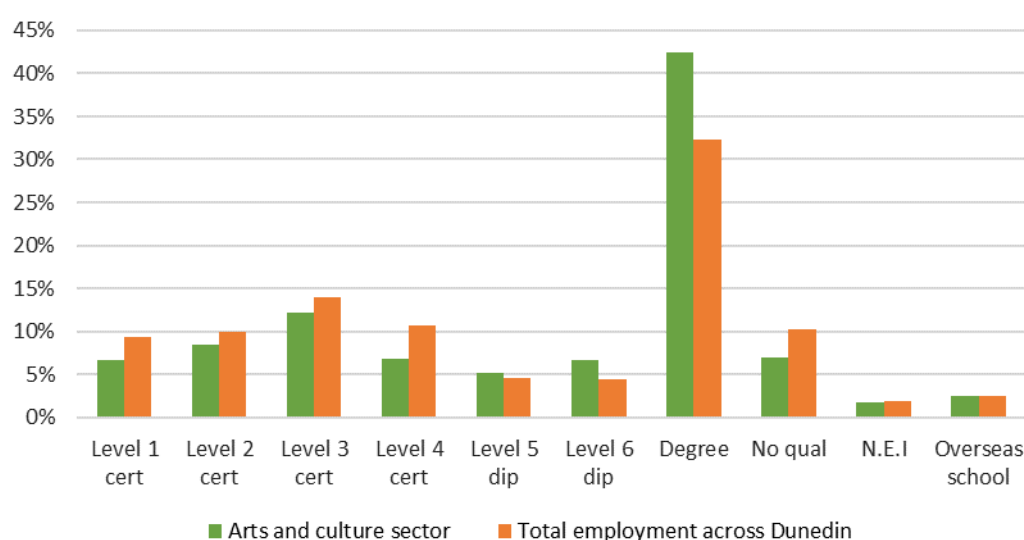


Table 5

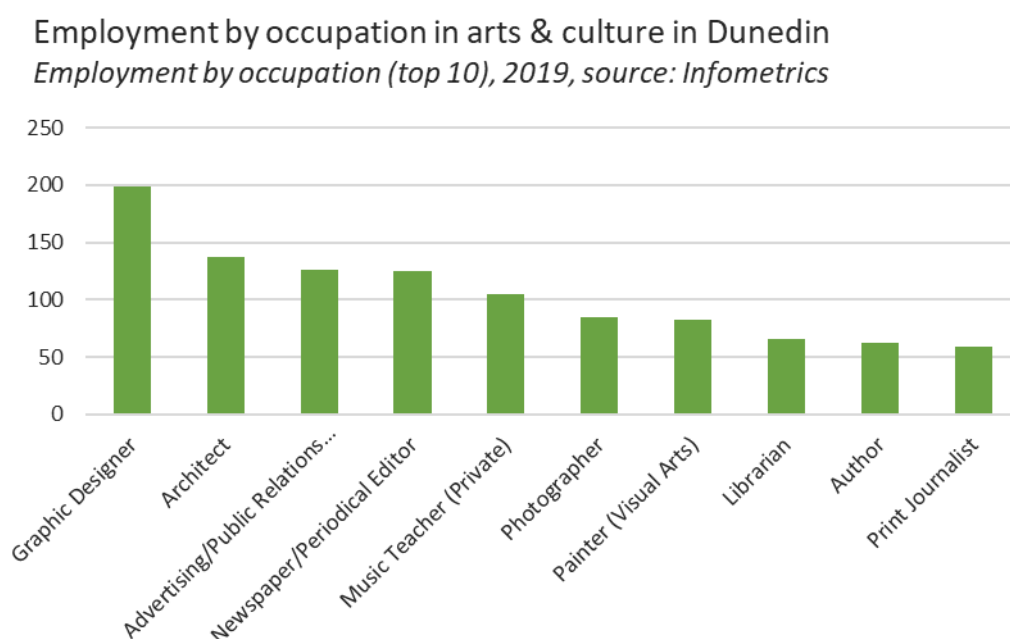
Highest qualification of people in Dunedin's arts and culture sector compared to all employment		
Proportion of people with this qualification as their highest qualification. Census 2018, Infometrics		
Qualification	Arts & culture sector	Total employment in Dunedin
Level 1 certificate	6.7%	9.4%
Level 2 certificate	8.5%	10.0%
Level 3 certificate	12.1%	13.9%
Level 4 certificate	6.8%	10.7%
Level 5 diploma	5.1%	4.6%
Level 6 diploma	6.7%	4.4%
Bachelor Degree or higher	42.4%	32.3%
No qualification	6.9%	10.3%
Not Elsewhere Included	1.8%	1.9%
Overseas secondary school	2.4%	2.4%
Total	100%	100%

Occupations

This section examines the occupations of people employed within Dunedin's arts and culture sector. Occupational estimates are based on the relationship between industry and occupation observed in population censuses.

The largest occupations are graphic designers, architects, advertising managers, and newspaper or periodical editors. Rounding out the top 10 are music teachers, photographers, painters, librarians, authors, and print journalists.

Graph 5



The following table provides an overview of all occupations in Dunedin's arts and culture sector that are estimated in 2019 to have had at least 20 jobs. An even more detailed table is provided in the appendices, which outlines employment in all occupations with at least five jobs.

Table 6

Employment by occupation in Dunedin's arts and culture sector <i>Estimated employment for occupations with at least 20 jobs, 2019, source: Infometrics</i>	
Occupation	Jobs in this occupation
Graphic Designer	199
Architect	137
Advertising and Public Relations Manager	126
Newspaper or Periodical Editor	125
Music Teacher (Private Tuition)	105
Photographer	85
Painter (Visual Arts)	82
Librarian	66
Author	62
Print Journalist	59
Signwriter	46
Industrial Designer	45
Library Assistant	44
Architectural Draftsperson	44
Gallery or Museum Guide	39
Journalists and Other Writers nec	39
Interior Designer	34
Dance Teacher (Private Tuition)	34
Chief Executive or Managing Director	32
Musician (Instrumental)	32
Jeweller	31
Media Producer (excluding Video)	31
Web Designer	28
Gallery or Museum Curator	25
Landscape Architect	24
Fashion Designer	21
Ticket Collector or Usher	20
Camera Operator (Film, Television or Video)	20
Sales and Marketing Manager	20
Total of occupations with employment of 20+	1655
All others	869
Total jobs	2,524

Demographics

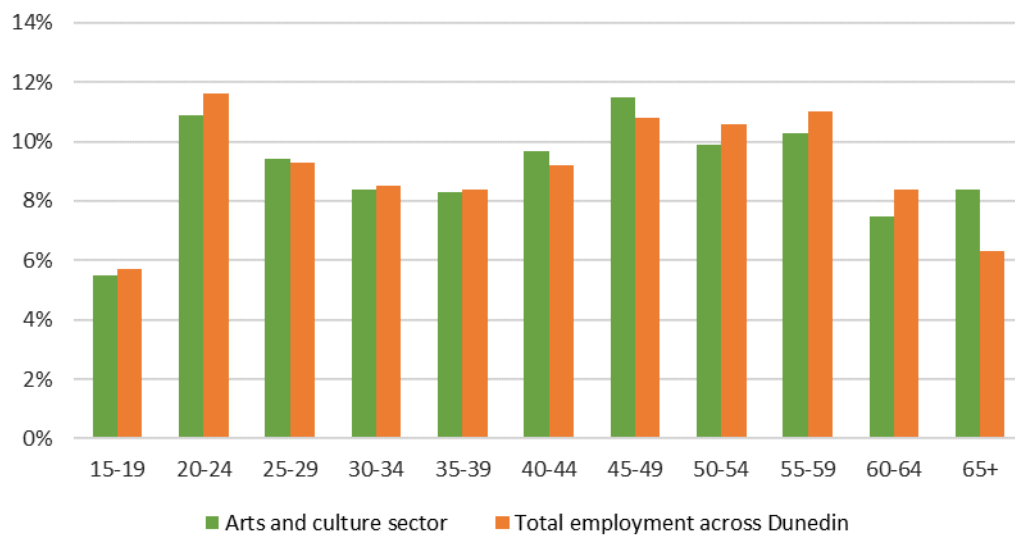
This section considers the demographics of people in Dunedin's arts and culture sector. Data regarding age and ethnicity stems from the 2018 Census, while Infometrics has estimated gender data for 2019.

Age

The 2018 Census showed a large cohort of arts and culture sector workers in their 40s, as well as people aged 65+ receiving superannuation. Youth aged under 25 are underrepresented in the sector.

Graph 6

Age of employees in Dunedin
Proportion of workers by age group. Census 2018, Infometrics

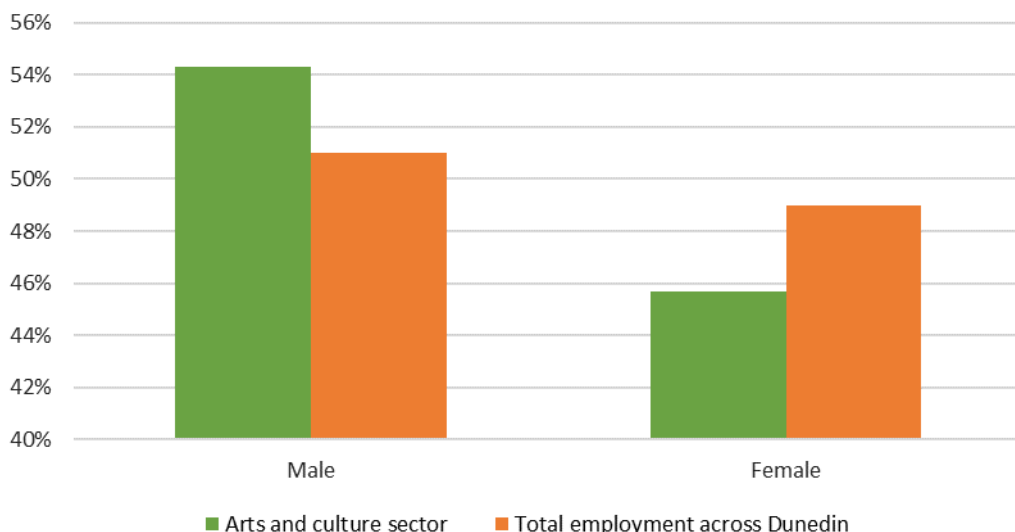


Gender

A higher share of arts and culture sector employees were male (54%) than across all employment (51%).

Graph 7

Employees in Dunedin by gender
Proportion of workers by gender, March 2019 year. Infometrics



Ethnicity

Workers in Dunedin's arts and culture sector are more likely to be European, with 92.9% of workers identifying as European at the 2018 Census, compared to 88.5% across all workers in Dunedin.

All other ethnicities were underrepresented in the arts and culture sector in Dunedin.

Table 7

Comparing ethnicities of workers in Dunedin's arts and culture sector with all employment <i>Proportion of workers self-defining as ethnicity (can choose multiple), source: Census 2018, Infometrics</i>		
Ethnicity	Arts and culture sector	Total Dunedin employment
European	92.9%	88.5%
Māori	6.0%	7.2%
Pasifika	1.6%	2.3%
Asian	4.2%	6.5%
Middle Eastern/Latin American/African	0.7%	1.0%
Other	1.5%	1.6%
Total	107%	107%

Note: total adds to >100% as people can identify with more than one ethnicity

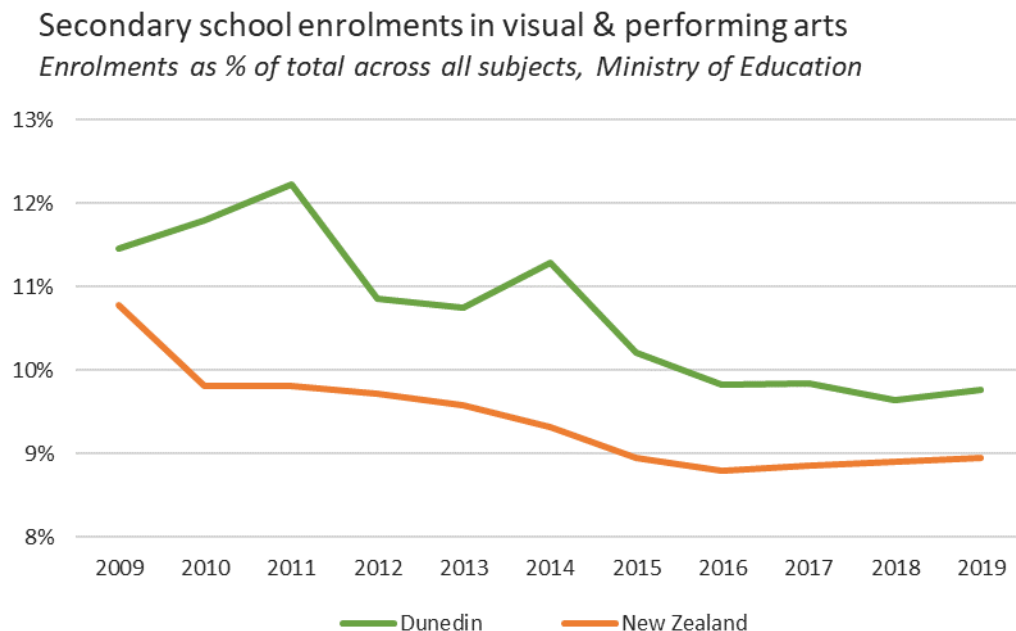
Future pipeline of workers

This section considers the potential pipeline of workers for Dunedin's arts and culture sector. It considers data regarding the student enrolments in arts and creative courses at high schools and in tertiary institutions in Dunedin. This enrolments data is set against estimates of demand for workers, from new roles being created, as well as to replace people retiring or exiting the sector.

Secondary school enrolments

Ministry of Education data shows that 9.8% of high school subject enrolments in Dunedin were in visual and performing arts during 2019, compared to an 8.9% share of high school subject enrolments nationally. The share of visual and performing art subject enrolments in Dunedin's secondary schools has declined over the past decade, down from a peak of 12.2% in 2011.

Graph 8

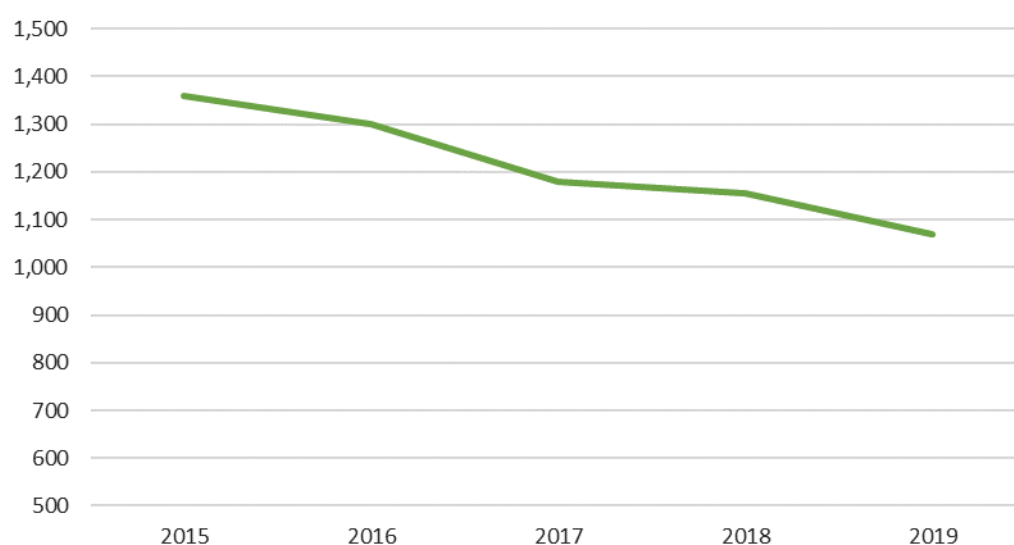


Tertiary education enrolments

Data from the Tertiary Education Commission shows that there were 1,070 students enrolled in creative arts courses in Dunedin in 2019, enrolments have fallen from 1,360 in 2016.

Graph 9

Creative arts enrolments in Dunedin tertiary institutions
Student enrolments, source: Tertiary Education Commission



Tertiary students were enrolled in a range of sub-disciplines within creative arts. The largest share of students was studying performing arts, closely followed by graphic and design studies, with communication and media studies, and visual arts and crafts a little further back.

Table 8

Creative arts enrolments in Dunedin tertiary institutions by sub-discipline <i>Student enrolments at Otago University and Otago Polytechnic, 2019, Tertiary Education Commission</i>	
Subject area	Proportion of students
Performing Arts	30.9%
Graphic and Design Studies	28.2%
Communication and Media Studies	20.0%
Visual Arts and Crafts	19.1%
Other Creative Arts	1.8%
Total Creative Arts	100%

Demand for workers

Not all tertiary students will stay in Dunedin following their studies, or complete the courses they are enrolled in. But even if a small fraction of the 1,070 students enrolled in creative disciplines at Dunedin's tertiary institutions can be enticed to remain in the city, they would go a long way to meeting demand for new employees in the sector.

Estimates from Infometrics show that in 2019 there were 151 job openings in Dunedin's arts and culture sector, comprising 57 new jobs from growth in the sector and 94 from replacement of people that were retiring or exiting the sector. Over the past five years, job openings in Dunedin's arts and culture sector have ranged from 115 to 170 each year. Not all these jobs will be suitable for new graduates, but even so, the training pipeline of creative students is an important resource for ensuring that local arts and culture jobs can be filled.

Table 9

Job openings in Dunedin's arts and culture sector from new jobs and replacement job openings <i>March years, Infometrics estimates</i>				
Year	Employment	New job openings	Replacement job openings	Total job openings
2015	2,322	85	81	166
2016	2,357	35	84	118
2017	2,386	29	86	115
2018	2,466	80	90	170
2019	2,524	57	94	151

Economic contribution

This section describes the economic contribution of the arts and culture sector. The analysis considers changes in GDP (value add) through time, relative to the rest of Dunedin's economy and nationally.

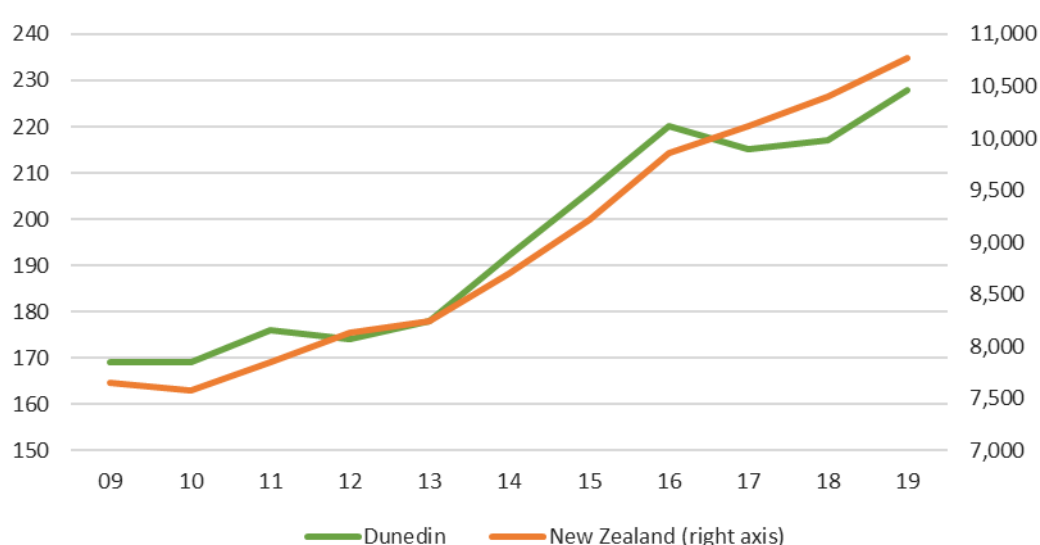
Value added by the sector and trends through time

Dunedin's arts and culture sector is estimated to have generated \$228 million of GDP (value add) in 2019. GDP has risen from \$169 million in 2009 (measured in 2019 pricing), at an average growth rate of 3.0%pa over the past decade. This growth has been just behind the sector's 3.5%pa growth rate nationally.

Graph 10

GDP in the arts and culture sector

GDP (\$ million, 2019 pricing), March years, source: Infometrics



The arts and culture sector accounted for approximately 3.7% of GDP in Dunedin during 2019, up from 3.2% in 2009. Dunedin's arts and culture sector's share of total GDP is higher than the sector's share of GDP nationally, which sat at 3.6% in 2019.

Table 10

Arts and culture's share of total GDP

Share of total GDP, March year, calculations from Infometrics data

Year	Dunedin	New Zealand
2009	3.2%	3.3%
2019	3.7%	3.6%

Arts and culture GDP has grown faster than total GDP in Dunedin over the past decade.

Table 11

Comparing growth in arts and culture GDP with total GDP growth across Dunedin

GDP (\$ million, 2019 pricing), March year, source: Infometrics

	Arts & culture GDP in Dunedin	Total GDP in Dunedin
2009	\$169m	\$5,349m
2019	\$228m	\$6,162m
Average growth (pa, 2009-19)	3.0%	1.4%

Value added by the sector per job

This section presents GDP per filled job in the arts and culture sector. GDP per job is a proxy for labour productivity, with growth in the measure over time implying an increase in efficiency and competitiveness.

GDP per fill job in Dunedin's arts and culture sector was \$90,333 in 2019, up from \$75,480 in 2009, at an average growth rate 1.8%pa. By comparison, GDP per filled job across Dunedin's whole economy has grown by 0.9% over the past decade to reach \$94,571 in 2019.

Table 12

Comparing value added per job in arts and culture and the Dunedin economy as a whole <i>GDP per filled job (\$, 2019 pricing), March year, calculations from Infometrics data</i>		
	Arts & culture in Dunedin	Total economy in Dunedin
2009	\$75,480	\$86,058
2019	\$90,333	\$94,571
Average growth (pa, 2009-19)	1.8%	0.9%

Considering value added across arts and culture subsectors

The following table shows that the subsector that accounts for the highest level of economic value add is museum/library/archives, closely followed by design.

The subsectors with the fastest rates of economic growth over the past decade were design (4.8%pa), followed by screen production and radio (4.3%pa).

Approximately 61% of arts and culture value added was directly within the listed arts and culture subsectors, while the remainder was generated by people with arts and culture occupations who work within other industries.

Table 13

Arts and culture sector value added across subsectors and within other industries <i>GDP (\$ million, 2019 pricing), March year, calculations from Infometrics data</i>			
Subsector	2019	2009	Average growth (pa, 2009-19)
Museum/library/archives	\$59.7m	\$45.5m	2.8%
Design	\$45.9m	\$28.6m	4.8%
Screen production and radio	\$17.0m	\$11.1m	4.3%
Visual arts, crafts and photography	\$12.4m	\$10.4m	1.8%
Performing arts	\$3.2m	\$3.3m	-0.2%
Publishing	\$1.8m	\$1.5m	1.6%
Total within arts and culture industries	\$140.0m	\$100.5m	3.4%
Arts/culture value added in other industries	\$88.0m	\$68.5m	2.5%
Total arts and culture sector	\$228.0m	\$169.0m	3.0%

Businesses

This section describes the businesses in the arts and culture sector. Earlier analysis showed the 25% of people are self-employed, but that still leaves 75% employed within businesses (a definition which also includes other organisational structures).

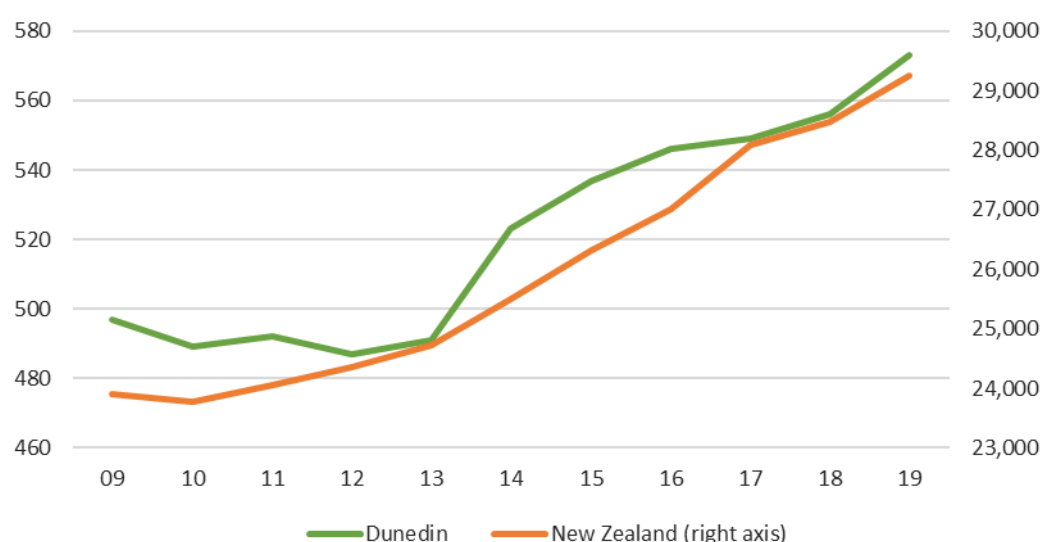
Business numbers and trends across the sector

There were 573 businesses in the arts and creative sector in Dunedin in 2019. Businesses have risen from 493 in 2009, at an average growth rate of 1.4%pa. This growth was just below the 2.0%pa rate nationally.

Graph 11

Businesses in the arts and culture sector

Business units, March years, source: Infometrics



The arts and culture sector accounted for approximately 4.8% of businesses in Dunedin during 2019, up from 4.5% in 2009. Dunedin's arts and culture sector's share of businesses is similar to the sector's share of businesses nationally, which sat at 5.0% in 2019.

Table 14

Arts and culture's share of total businesses		
<i>Share of total business units, March year, calculations from Infometrics data</i>		
Year	Dunedin	New Zealand
2009	4.5%	4.6%
2019	4.8%	5.0%

Arts and culture business units have grown faster than total businesses in Dunedin in the past 10 years.

Table 15

Comparing growth in arts and culture businesses with total business growth across Dunedin		
<i>Business units, March year, source: Infometrics</i>		
	Arts & culture businesses	Total businesses in Dunedin
2009	497	11,115
2019	573	11,895
Average growth (pa, 2009-19)	1.4%	0.7%

Tourism

This section considers connections between visitor markets and Dunedin's arts and culture sector.

Online sentiment about Dunedin's arts and culture sector

Analysis commissioned by Enterprise Dunedin of online conversations using Think! X Innovations' Tourism Sentiment Index showed that 10% of Dunedin conversations were about culture and history during the first 11 months of 2020, compared to 4% of online conversations across New Zealand. The culture and history category captures street and public art, architecture, museums and galleries, religious attractions, and indigenous cultural attractions.

Of the conversations about culture and history in Dunedin, the net promoters score over the period was 28%, compared to 20% nationally for conversations about culture and history.

Arts and culture as part of the visitor experience

Analysis by the Ministry of Business, Innovation and Employment (MBIE) of the International Visitor Survey, and presented in the New Zealand Visitor Activity Forecast (NZVAF) tool, showed that 41% of international visitors to New Zealand in 2018 went to a museum or gallery during their stay. By comparison, the proportion of domestic travellers visiting a museum or gallery was 27%.

Based on the demographics of visitors to Dunedin, the NZVAF tool estimates that the potential share of international visitors to Dunedin interested in going to a museum or gallery would be 68%, while for domestic visitors to Dunedin that share would be 16%.

Locals' connections to the arts and culture sector

This section considers Dunedin residents' connections to the city's arts and culture sector.

Residents' satisfaction and visitation of arts and culture sites

Dunedin residents have reported a high level of satisfaction of key public arts and culture sites. The 2019 Dunedin City Council Residents' Opinion Survey (ROS) showed increasing levels of satisfaction with most of Dunedin's key public arts and culture attractions.

Table 16

Proportion of Dunedin residents satisfied with public arts and culture sites <i>Dunedin City Council Residents' Opinion Survey</i>		
Site	2019	2018
Olveston Historic Home	95%	88%
Toitū Otago Settlers Museum	94%	94%
Otago Museum	93%	95%
Regent Theatre	93%	90%
Dunedin Public Art Gallery	92%	89%
Libraries	90%	89%
Dunedin Town Hall (The Dunedin Centre)	89%	85%
Material available from the libraries	87%	85%
Dunedin Chinese Garden	82%	86%

Apart from Olveston and the Dunedin Chinese Garden, most arts and culture sites had been visited by at least half of residents responding to the ROS in 2019.

Table 17

Proportion of Dunedin residents who have visited each public arts and culture site in past 12 months <i>Dunedin City Council Residents' Opinion Survey</i>	
Site	2019
Olveston Historic Home	10%
Toitū Otago Settlers Museum	71%
Otago Museum	74%
Regent Theatre	59%
Dunedin Public Art Gallery	50%
Libraries	63%
Dunedin Town Hall (The Dunedin Centre)	52%
Material available from the libraries	63%
Dunedin Chinese Garden	23%

These high levels of visitation to a wide range of Dunedin's arts and culture sites is consistent with sentiments shared by residents in a 2014 Dunedin People's Panel survey regarding Dunedin's Arts and Culture Strategy. In the Survey, people on the Panel were asked "what do you like about Dunedin's art and culture?". The most frequent response to this question was 'variety and diversity'. The findings are summarised below.

Table 18

What do you like about Dunedin's arts and culture? <i>Proportion of responses, 2014 Dunedin People's Panel survey of Dunedin's Arts and Culture Strategy</i>	
Response	Proportion
Variety and diversity	64.6%
That what is on offer is excellent for a small city (QUALITY)	11.1%
The use of heritage buildings and small venues	11.1%
The affordability	8.1%
The new street art including the Chorus cabinets	5.1%
Total	100%

Appendix – sector definition

The definition of the arts and culture sector used in this report is based on a combination of industries and occupations. Industries used accord to the Australia New Zealand Standard Industrial Classification (ANZSIC) system, while occupations used accord to the Australia New Zealand Standard Classification of Occupations (ANZSCO). Insight provided to Dunedin City Council by Infometrics has been based on this definition. The definition is aligned to how the sector was defined in a 2020 report to Manatū Taonga – the Ministry for Culture and Heritage².

Industries

The arts and culture sector is made up of employment in all occupations in the following industries.

Name	ANZSIC code
Jewellery and Silverware Manufacturing	C259100
Magazine and Other Periodical Publishing	J541200
Book Publishing	J541300
Other Publishing (except Software, Music and Internet)	J541900
Motion Picture and Video Production	J551100
Motion Picture Exhibition	J551300
Postproduction Services and Other Motion Picture and Video Activities	J551400
Music Publishing	J552100
Music and Other Sound Recording Activities	J552200
Libraries and Archives	J601000
Architectural Services	M692100
Other Specialised Design Services	M692400
Advertising Services	M694000
Professional Photographic Services	M699100
Museum Operation	R891000
Performing Arts Operation	R900100
Creative Artists, Musicians, Writers and Performers	R900200

Occupations

The arts and culture sector is made up of employment in all industries in the following occupations:

Name	ANZSCO code
Advertising and Public Relations Manager	131111
Actor	211111
Dancer or Choreographer	211112
Entertainer or Variety Artist	211113
Actors, Dancers and Other Entertainers nec	211199
Composer	211211
Music Director	211212
Musician (Instrumental)	211213
Singer	211214
Music Professionals nec	211299
Photographer	211311

² Schorn, A & Whiteford, A (2020), *Impact of COVID-19 on the Arts and Creative Sector*, report prepared for Manatū Taonga – Ministry for Culture and Heritage.

Painter (Visual Arts)	211411
Potter or Ceramic Artist	211412
Sculptor	211413
Visual Arts and Crafts Professionals nec	211499
Artistic Director	212111
Media Producer (excluding Video)	212112
Radio Presenter	212113
Television Presenter	212114
Author	212211
Book or Script Editor	212212
Art Director (Film, Television or Stage)	212311
Director (Film, Television, Radio or Stage)	212312
Director of Photography	212313
Film and Video Editor	212314
Program Director (Television or Radio)	212315
Stage Manager	212316
Technical Director	212317
Video Producer	212318
Film, Television, Radio and Stage Directors nec	212399
Copywriter	212411
Newspaper or Periodical Editor	212412
Print Journalist	212413
Radio Journalist	212414
Television Journalist	212416
Journalists and Other Writers nec	212499
Architect	232111
Landscape Architect	232112
Fashion Designer	232311
Industrial Designer	232312
Jewellery Designer	232313
Graphic Designer	232411
Illustrator	232412
Multimedia Designer	232413
Web Designer	232414
Interior Designer	232511
Art Teacher (Private Tuition)	249211
Dance Teacher (Private Tuition)	249212
Drama Teacher (Private Tuition)	249213
Music Teacher (Private Tuition)	249214
Architectural Draftsperson	312111
Jeweller	399411
Broadcast Transmitter Operator	399511
Camera Operator (Film, Television or Video)	399512
Musical Instrument Maker or Repairer	399515
Signwriter	399611
Photographer's Assistant	399915
Model	639111
Motion Picture Projectionist	711912

Appendix – detailed occupations data

This table outlines employment in Dunedin's arts and culture sector in all occupations with at least five jobs.

Employment by occupation in Dunedin's arts and culture sector	
<i>Estimated employment for occupations with at least five jobs, 2019, Source: Infometrics</i>	
Occupation	Jobs in this occupation
Graphic Designer	199
Architect	137
Advertising and Public Relations Manager	126
Newspaper or Periodical Editor	125
Music Teacher (Private Tuition)	105
Photographer	85
Painter (Visual Arts)	82
Librarian	66
Author	62
Print Journalist	59
Signwriter	46
Industrial Designer	45
Library Assistant	44
Architectural Draftsperson	44
Gallery or Museum Guide	39
Journalists and Other Writers nec	39
Interior Designer	34
Dance Teacher (Private Tuition)	34
Chief Executive or Managing Director	32
Musician (Instrumental)	32
Jeweller	31
Media Producer (excluding Video)	31
Web Designer	28
Gallery or Museum Curator	25
Landscape Architect	24
Fashion Designer	21
Ticket Collector or Usher	20
Camera Operator (Film, Television or Video)	20
Sales and Marketing Manager	20
Sales Assistant (General)	19
Art Teacher (Private Tuition)	18
Director (Film, Television, Radio or Stage)	18
Corporate General Manager	18
Sales Representatives nec	18
Actor	18
Radio Presenter	17
General Clerk	16
Entertainer or Variety Artist	16
Illustrator	14
Office Manager	13

Policy and Planning Manager	13
Program or Project Administrator	12
Advertising Specialist	11
Film and Video Editor	11
Actors, Dancers and Other Entertainers nec	11
Multimedia Designer	11
Building and Engineering Technicians nec	10
Visual Arts and Crafts Professionals nec	10
Tour Guide	10
Technical Director	10
Accounts Clerk	9
Marketing Specialist	9
Receptionist (General)	9
Public Relations Professional	8
Musical Instrument Maker or Repairer	8
Finance Manager	8
Copywriter	8
Web Developer	8
Social Professionals nec	7
Specialist Managers nec	7
Cinema or Theatre Manager	7
Accountant (General)	7
Personal Assistant	7
Sculptor	7
Production Assistant (Film, Television, Radio or Stage)	7
Radio Journalist	7
Drama Teacher (Private Tuition)	7
Gallery or Museum Technician	7
Production Manager (Manufacturing)	7
Archivist	7
Conference and Event Organiser	7
Commercial Cleaner	7
Retail Manager (General)	6
Dancer or Choreographer	6
Motion Picture Projectionist	6
Corporate Services Manager	5
Developer Programmer	5
Urban and Regional Planner	5
Performing Arts Technicians nec	5
Film, Television, Radio and Stage Directors nec	5
Television Presenter	5
Sound Technician	5
All others (residual)	357
Total employment	2,524