

I WANT IN

INSPIRING YOUNG
PEOPLE TO EXPLORE
THEIR TALENTS
WITH NSW CREATIVE
INDUSTRIES

“The future of NSW will depend on its capacity to exploit its creative intelligence and be recognised as a creative powerhouse.”

NSW Creative Industries Taskforce, June 2013

THE NSW GOVERNMENT: SUPPORTING CREATIVE CAREERS

With the largest concentration of Australia's creative industries workforce, NSW has a natural competitive advantage in creative industries.

To develop and maintain this advantage, the NSW Government is working with industry leaders and educators to develop the next generation of creative talent.

Young people need to see viable career paths and make confident and informed career decisions.

The “I Want In” video content has been developed in partnership between the NSW Government, I-Manifest and NSW creative industries leaders.

It showcases a range of occupations and opportunities available to young people interested in pursuing a creative career.

The lead video, Choose your Own Creative Career, is centred around a music video production that features What So Not (a new project

of Flume), MTV's Kate Peck, 2Day FM's Maz Compton, General Pants Co's Pip Edwards, and PedestrianTV's Rachel Tinney.

It gives young people the chance to interact in an innovative and engaging way with nine creative career opportunities.

An additional eight videos have been produced to showcase the careers of young NSW design innovators currently making their way towards success.

The interactive content is designed to give young people the confidence to explore and better understand the opportunities and challenges of a creative career.

FIND OUT MORE

The following documents are available at:
www.business.nsw.gov.au/iap

- NSW Creative Industries Action Plan and the Government's Response
- NSW Creative Industries Economic Profile

www.iwantin.com.au

THE FACTS

- Direct employment growth for the NSW creative industries is twice that of the NSW average
- NSW is home to 40% of Australia's creative industries workforce
- 1 in 20 workers in NSW are employed in the creative industries
- Creative services exports are worth \$1.4 billion each year to the NSW economy
- NSW is the source of more than half (57%) of Australia's creative industries services exports



I-MANIFEST

Heckler

feeling™



CHARACTERISTICS OF CREATIVE PROFESSIONALS

Some common themes emerge from the content showing the key personal qualities needed for a viable career in the creative industries:

- Imagination, ideas & visualisation
- Risk-taking & entrepreneurship
- Persistence
- Connectivity & collaboration
- Ability to execute & deliver
- Passion & drive for excellence & innovation
- Confident with new & changing technology
- Ability to rapidly acquire knowledge & know-how
- Ability to work to constraints (eg brief, budget, time)

BE INSPIRED

- See all nine videos, showcasing 17 creative occupations at: www.iwantin.com.au
- The videos are also available on the My Future careers website at: www.myfuture.edu.au

“ *These videos are a practical way to educate and inspire the State’s next generation of creative professionals.* ”

Deputy Premier Andrew Stoner, December 2013



THE NSW CREATIVE INDUSTRIES TASKFORCE

In 2011, the NSW Government began commissioning the development of 10 year Industry Action Plans for priority industries, including the creative industries, to help re-build the NSW economy.

The Creative Industries Action Plan was developed by an industry-led Taskforce, chaired by Dan Rosen, CEO of the Australian Recording Industry Association (ARIA).

In its final report, the Taskforce recommended the provision of current information on creative career opportunities to encourage the take-up of viable and rewarding careers in the creative industries and support the next generation of creative talent.



WHAT ARE THE CREATIVE INDUSTRIES?

The creative industries are defined as those industries which have their origin in individual creativity, skill and talent with a potential for wealth and job creation through the generation and commercialisation of intellectual property. The industries are formed from the following broad conglomeration of sub-sectors:

- Advertising
- Built Environment (focusing on architectural services)
- Design (including fashion, industrial and graphic design)
- Visual Arts
- Music
- Performing Arts
- Publishing
- Screen (television, film, electronic games and interactive entertainment)
- Radio

Photographer: Daniel Boud



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