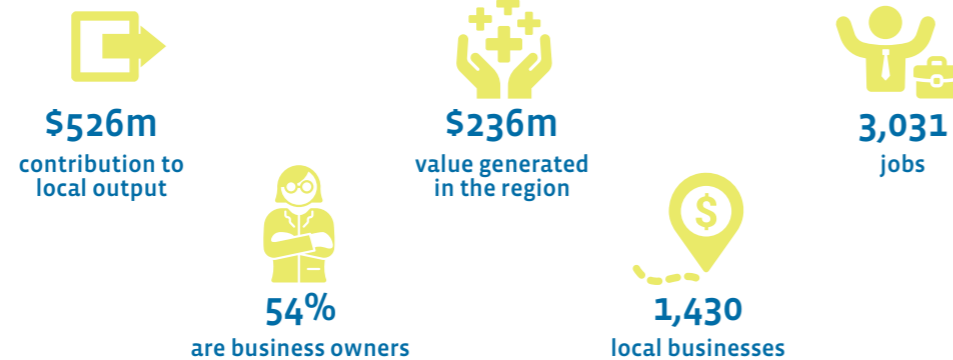


Moreland's Creative and Cultural Sector

Moreland has a strong connection to its creative industries

The creative and cultural industries play an important role in both the local economy and the growth of the young, creative demographic moving to Moreland.



A hub of creative and cultural activity

In 2018/19 just over 9,000 residents worked within the creative and cultural industries. This represented 8.8% of the total employed resident base, and is well above the Greater Melbourne average of 6.5%.

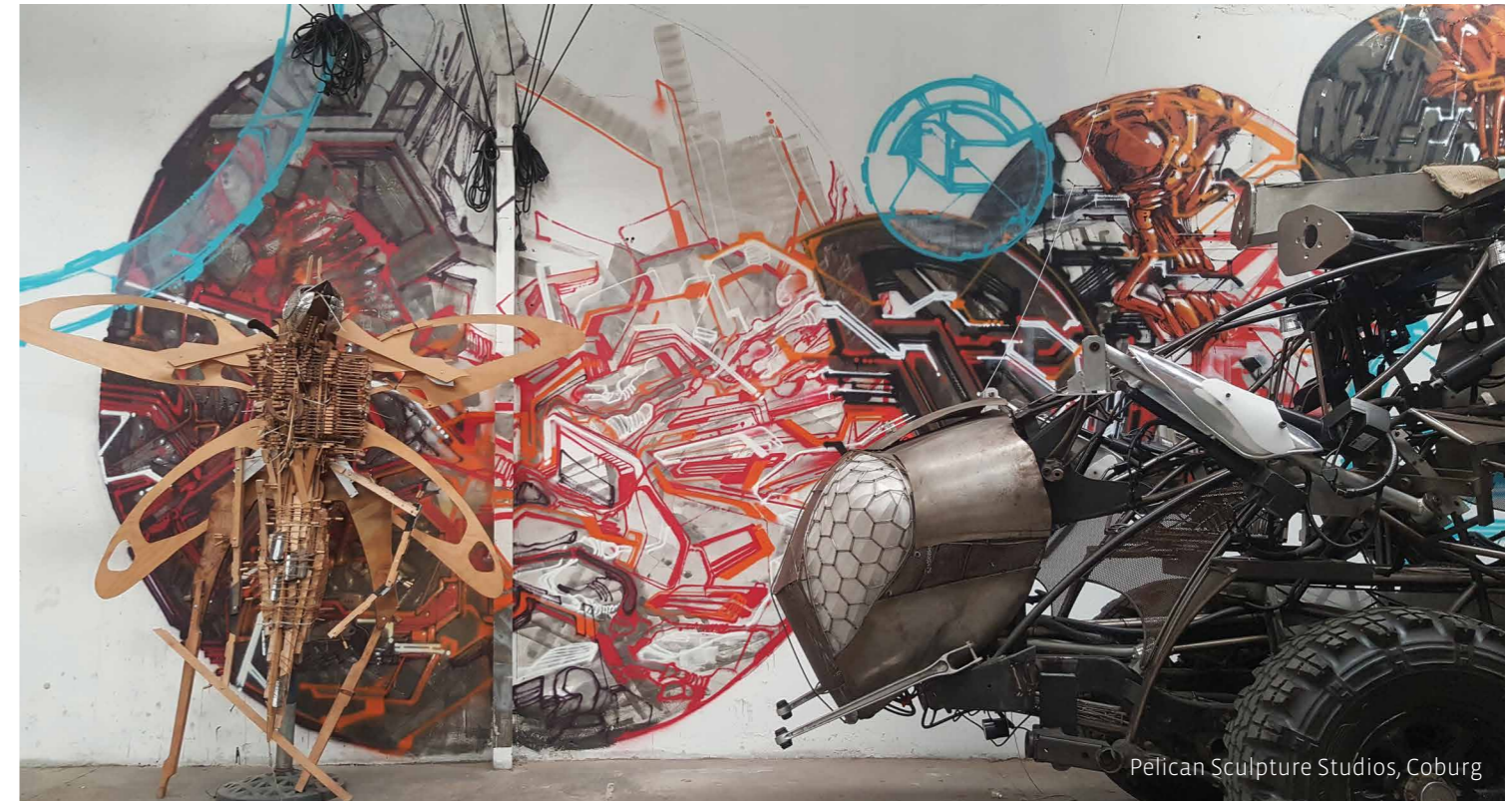
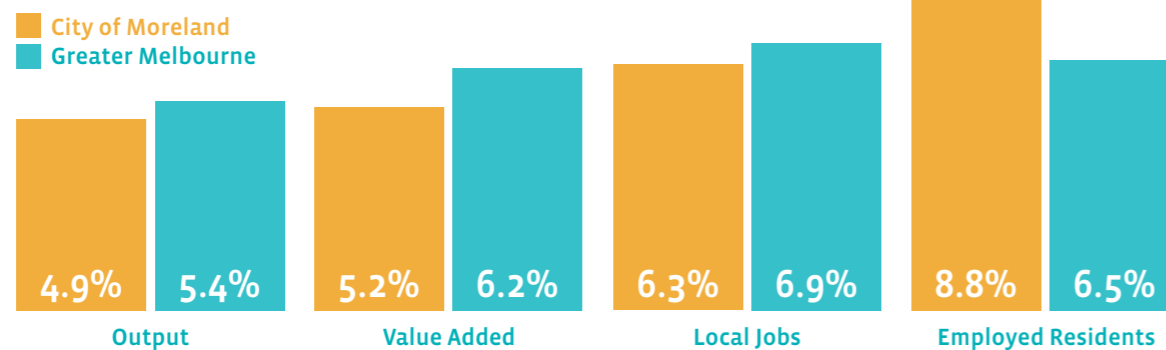
The sector also makes a significant contribution to Moreland's economy. In 2018/19, creative and cultural industries supported 3,031 jobs in Moreland.



Moreland's creative artists, musicians, writers and performers represented 14% of all creative local jobs in 2018/19; **four times greater than the Greater Melbourne average.**

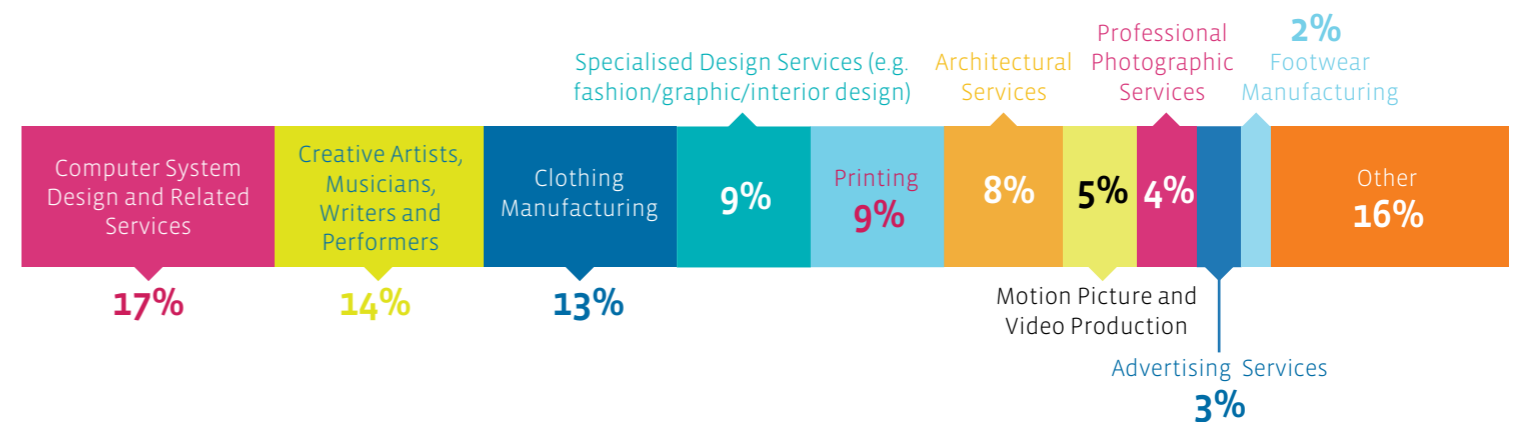
Creative and cultural industries, 2019/20

Share of the total economy



Moreland has a diverse mix of creative and cultural industries

% of jobs in creative and cultural industries by sub-industry, Moreland, 2019/20



Major attractions and activities

Moreland has a vibrant Arts and Culture Program that is attracting businesses and tourists as well as encouraging young professionals to live in the area.

- Brunswick Design District
- Brunswick Music Festival
- Sydney Road Street Party
- Glenroy Festival
- Fawkner Festa
- Public Art Program
- Counihan Gallery in Brunswick
- Brunswick Mechanics Institute
- 33 Saxon Street, Brunswick
- Coburg Night Market
- Carols by the Lake
- MoreArt



Brunswick Design District

The Brunswick Design District is a partnership between RMIT University, Moreland City Council and Creative Victoria to foster the design and creative district in the heart of Brunswick. It connects people, places and partnerships to strengthen the existing creative community and encourage new enterprises to set up and grow



RMIT University Brunswick Campus, Photo by Lucas Dawson



Grow opportunities for design businesses



Attract start-ups



Develop educational programs



Build industry partnerships



Create affordable spaces

Strong growth in design related areas (2015-2020)

Moreland's creative and cultural industries continue to grow. Most of the recent growth has been in design related areas.

Jobs



+260
(1.8 p.a.)

(Mostly computer programmers, fashion/graphic design & architects)

Value added



+\$17m
(1.5% p.a.)

Output



+44m
(1.8% p.a.)

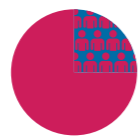
Employed residents



+1,767
(4.5% p.a.)

Future Drivers of Growth

Strong population growth, younger age profile, cultural diversity, rising incomes and Moreland's creative brand will continue to drive demand for new creative and cultural businesses. This sector is forecast to grow by around 900 jobs over the next 15 years.



+25%

Forecast population growth (2020-2035)



34%

Born overseas (cultural diversity)



34 y/o

The median age (Younger age profile)



\$114,672

Disposable income per household



Creative brand

Profile of creative and cultural Jobs in Moreland

Creative and cultural industry workers in Moreland are more likely to be degree qualified, have creative arts qualifications, work full time and are younger when compared to the broader Moreland working population.



58%
Male



31%
Born Overseas



66%
Aged 20-44 years old



47%
Have a qualification



59%
Full time

Top 4 Occupations



18%

Architects, Designers, Planners & Surveyors



14%

Arts Professionals



10%

Communication & Media Studies



9%

Graphic & Design Studies



11%

Media Professionals



6%

Business and Systems Analysts, & Programmers



7%

Architecture & Urban Environment



6%

Visual Arts & Crafts

Strengths

- Strong population growth in Moreland and its surrounding region
- Creative and cultural jobs continue to grow in Moreland.
- Diverse range of creative spaces available for businesses to rent
- Brunswick Design District is becoming widely recognised and valued
- Large resident base employed in creative and cultural industries
- Growth in high income residents
- Cultural diversity
- Established centres and shopping strips
- Good road access and public transport connections – train, tram and bus.
- Renowned as a live music destination.
- Significant social benefits generated for the community

Weaknesses

- Impact of COVID-19 on local day and night activity
- Noise concerns from community
- Perceptions of safety
- Lack of awareness of unique creative and cultural offer in Moreland

Opportunities

- Population growth across all age groups will support demand for creative and cultural activities
- Enhance creative spaces and places
- Encourage growth and diversification of night time activities (e.g. further emphasis on arts, events and creative sector)
- Further develop partnerships to support ongoing viability of creative and cultural businesses
- Support the development of skills and entrepreneurship
- Support opportunities related to digital technology
- Provide more funding opportunities to artists
- Leverage the transformation of Brudi (420 Victoria Street, Brunswick) to attract technology and design enterprise.
- Utilise the growing Brunswick Design District brand to attract enterprise and investment to Brunswick

Threats

- COVID19 impacts on creative and cultural businesses
- Affordability of creative/cultural space
- Impact of development on live music venues



Simon Fazio, BMF



"Stupid Old Studios has been in Brunswick for almost 10 years. The creative vibrance made it the perfect home for us. When we made the decision to move, we knew we didn't want to leave and were excited to find a place not far from where we are currently located. We're excited about forming a new creative hub for comedians and performers in Moreland."

Emma Sharp
General Manager | Stupid Old Studios