

Merri-bek SA2 Creative and Cultural Industry Profiles

Final report

September 2023



Introduction

Overview

This report provides a Creative and Cultural Industry Profile for selected SA2's in the City of Merri-bek.

The SA2s are:

- Brunswick – South (containing the Brunswick Design District's core)
- Brunswick East
- Brunswick – North
- Brunswick West
- Coburg – East
- Coburg – West
- Coburg North

Methodology

Step 1 – Collect data from the ABS Census of Population and Housing

Census employment counts are then estimated for each SA2. Census employment counts are collected for 2016 and 2021.

Step 2 – Model employment estimates based on NIEIR LGA model

Census employment counts undercount the official employment estimate by around 15%. The undercount can vary by industry and between Census periods. To address this issue, we have adjusted the ABS Census employment counts based on the undercount estimated by NIEIR (i.e. compares 2021 Census employment counts by industry with NIEIR 2020/21 employment estimates by industry). This means that the estimates in this report can be compared to the NIEIR LGA estimates in 2016 and 2021.

Step 3 – Model Creative and Cultural employment and economic estimates

The definition of the Creative and Cultural economy used in this project is presented on page 3 and 4. Industry value added estimates for each precinct is then calculated using the NIEIR LGA worker productivity by industry and SA2 employment estimate by industry.

Creative and Cultural Definition

The definition of the creative economy used in this project was based on the following ANZSIC classes (4 digit)¹.

Advertising & Marketing

- Advertising Services (6940)

Architecture

- Architectural Services (6921)

Artists, Musicians, Writers and Performers

- Creative Artists, Musicians, Writers and Performers (9002)

Broadcasting

- Radio Broadcasting (5610)
- Free-to-Air Television Broadcasting (5621)
- Cable and Other Subscription Broadcasting (5622)
- Television Broadcasting, nfd (5620)

Design

- Other Publishing (except Software, Music and Internet) (5419)
- Other Specialised Design Services (6924)

Fashion

- Textile Finishing and Other Textile Product Manufacturing (1334)
- Clothing Manufacturing (1351)
- Footwear Manufacturing (1352)
- Knitted Product Manufacturing (1340)
- Reproduction of Recorded Media (1620)
- Leather Tanning, Fur Dressing and Leather Product Manufacturing (1320)
- Cut and Sewn Textile Product Manufacturing (1333)

Heritage

- Heritage Activities, nfd (8900)
- Museum Operation (8910)

Literature & Publishing

- Printing Support Services (1612)
- Printing (1611)
- Libraries and Archives (6010)
- Newspaper Publishing (5411)
- Magazine and Other Periodical Publishing (5412)
- Book Publishing (5413)
- Other Information Services (6020)
- Internet Publishing and Broadcasting (5700)
- Document Preparation Services (7292)
- Printing (including the Reproduction of Recorded Media), nfd (1600)
- Printing and Printing Support Services, nfd (1610)
- Newspaper, Periodical, Book and Directory Publishing, nfd (5410)

Music and Performing & Broader Arts

- Music Publishing (5521)
- Music and Other Sound Recording Activities (5522)
- Arts Education (8212)
- Performing Arts Operation (9001)
- Performing Arts Venue Operation (9003)
- Creative and Performing Arts Activities, nfd (9000)
- Sound Recording and Music Publishing, nfd (5520)

¹ The numbering system adopted in the ANZSIC is alphanumeric and has a hierarchical structure, where the leading character denotes the industry division. The ANZSIC subdivision, group and class levels are denoted by numeric codes. The definition used in this report is based class codes (4 digit industry level). Further information is provided [here](#).

Creative and Cultural Definition

Screen

- Motion Picture and Video Production (5511)
- Motion Picture and Video Distribution (5512)
- Post-production Services and Other Motion Picture and Video Activities (5514)
- Motion Picture Exhibition (5513)
- Motion Picture and Sound Recording Activities, nfd (5500)
- Motion Picture and Video Activities, nfd (5510)

Software Development & Publishing

- Software Publishing (5420)
- Computer System Design and Related Services (7000)

Visual Arts & Craft

- Jewellery and Silverware Manufacturing (2591)
- Professional Photographic Services (6991)
- Photographic Film Processing (9532)

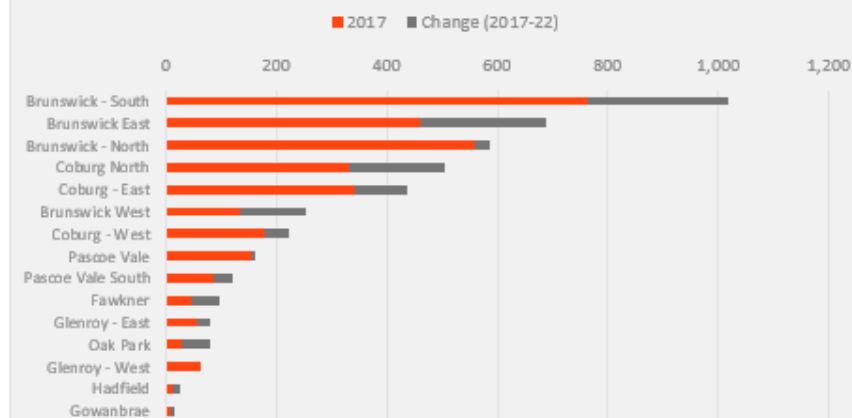
SA2 Summary & Rankings

Creative and Cultural Indicators by SA2

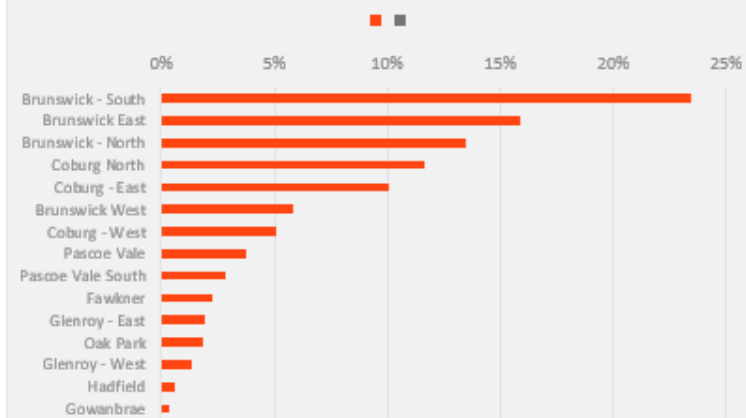
SA2 Insights

SA2	Size			Concentration	Growth		Residents
	Jobs	Value Added \$m	Businesses	Creative and Cultural share of total jobs %	Job change (2017-2022)	% change p.a.	Employed residents
Brunswick - South	1,016	102	349	11.3%	255	5.9%	1,385
Brunswick East	688	63	226	19.1%	226	8.3%	1,315
Brunswick - North	585	55	272	11.6%	25	0.9%	1,134
Coburg North	503	41	155	8.3%	173	8.8%	452
Coburg - East	436	46	188	6.5%	95	5.0%	818
Brunswick West	254	28	190	12.3%	119	13.5%	915
Coburg - West	221	22	123	8.5%	42	4.2%	781
Pascoe Vale	161	16	132	6.0%	8	1.0%	635
Pascoe Vale South	121	13	89	7.9%	33	6.5%	445
Fawkner	97	10	71	3.5%	51	16.1%	322
Glenroy - East	81	9	79	3.2%	24	7.4%	339
Oak Park	79	8	44	8.1%	49	21.5%	343
Glenroy - West	57	5	33	3.4%	-5	-1.8%	265
Hadfield	25	3	23	1.7%	13	15.6%	145
Gowanbrae	15	2	18	7.8%	7	13.9%	96

Creative and Cultural Jobs by SA2, 2021



SA2 share of Merri-bek's creative and cultural jobs, 2021



SA2 Rankings

Jobs, 2022

Rank	SA2	Total Jobs (2022)
1	Brunswick - South	1,016
2	Brunswick East	688
3	Brunswick - North	585
4	Coburg North	503
5	Coburg - East	436
6	Brunswick West	254
7	Coburg - West	221

Creative and Cultural Share of Total Jobs, 2022

Rank	SA2	Creative and Cultural % of total SA2 jobs
1	Brunswick East	19.1%
2	Brunswick West	12.3%
3	Brunswick - North	11.6%
4	Brunswick - South	11.3%
5	Coburg - West	8.5%
6	Coburg North	8.3%
7	Oak Park	8.1%

Job Growth 2017-2022

Rank	SA2	Job growth (2017- 2022)
1	Brunswick - South	255
2	Brunswick East	226
3	Coburg North	173
4	Brunswick West	119
5	Coburg - East	95
6	Fawkner	51
7	Oak Park	49

Rank	SA2	Job growth % change p.a.
1	Oak Park	21.5%
2	Fawkner	16.1%
3	Hadfield	15.6%
4	Gowanbrae	13.9%
5	Brunswick West	13.5%
6	Coburg North	8.8%
7	Brunswick East	8.3%

SA2 Rankings

Industry Value Added

Rank	SA2	Industry Value Added \$m (2022)
	1 Brunswick - South	102
	2 Brunswick East	63
	3 Brunswick - North	55
	4 Coburg - East	46
	5 Coburg North	41
	6 Brunswick West	28
	7 Coburg - West	22

Businesses

Rank	SA2	Business counts (end 2022)
	1 Brunswick - South	349
	2 Brunswick - North	272
	3 Brunswick East	226
	4 Brunswick West	190
	5 Coburg - East	188
	6 Coburg North	155
	7 Pascoe Vale	132

Employed residents

Rank	SA2	Employed residents (2022)
	1 Brunswick - South	1,385
	2 Brunswick East	1,315
	3 Brunswick - North	1,134
	4 Brunswick West	915
	5 Coburg - East	818
	6 Coburg - West	781
	7 Pascoe Vale	635

SA2 In-depth Profiles

Top 7 Creative and Cultural SA2 economies in Merri-bek

Brunswick - South Creative and Cultural Profile, 2021-22

Headline indicators



1,016
Local jobs

23% of Merri-bek LGA
Creative and Cultural jobs



\$102m
Value Added

23% of Merri-bek LGA
Creative and Cultural GVA



\$99,999 per worker
Worker productivity
2.7% above Merri-bek LGA
Creative and Cultural worker
productivity



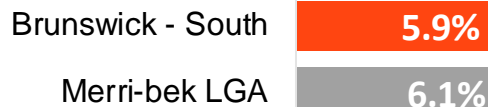
349
Businesses
18% of Merri-bek LGA
Creative and Cultural
businesses



1,385
Employed residents
15% of Merri-bek LGA
Creative and Cultural
employed residents

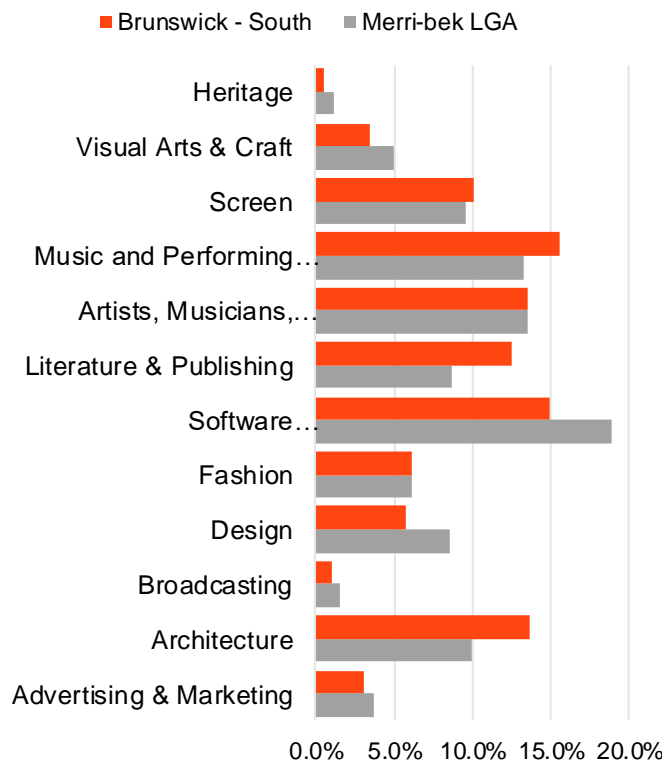
Local job growth

Annual average % change, 2017 to 2022



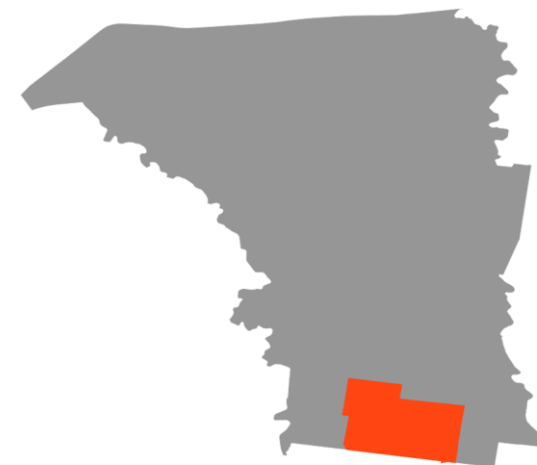
Employment by type of creative and cultural activity

% of total creative and cultural employment, 2021-22



Top three job categories

1. Music and Performing & Broader Arts (157)
2. Software Development & Publishing (151)
3. Architecture (138)



Brunswick East Creative and Cultural Profile, 2021-22

Headline indicators



688

Local jobs

16% of Merri-bek LGA
Creative and Cultural jobs



\$63m

Value Added

16% of Merri-bek LGA
Creative and Cultural GVA



\$91,299 per worker

Worker productivity

-6.2% below Merri-bek LGA
Creative and Cultural worker
productivity



226

Businesses

11% of Merri-bek LGA
Creative and Cultural
businesses



1,315

Employed residents

14% of Merri-bek LGA
Creative and Cultural
employed residents

Local job growth

Annual average % change, 2017 to 2022

Brunswick East

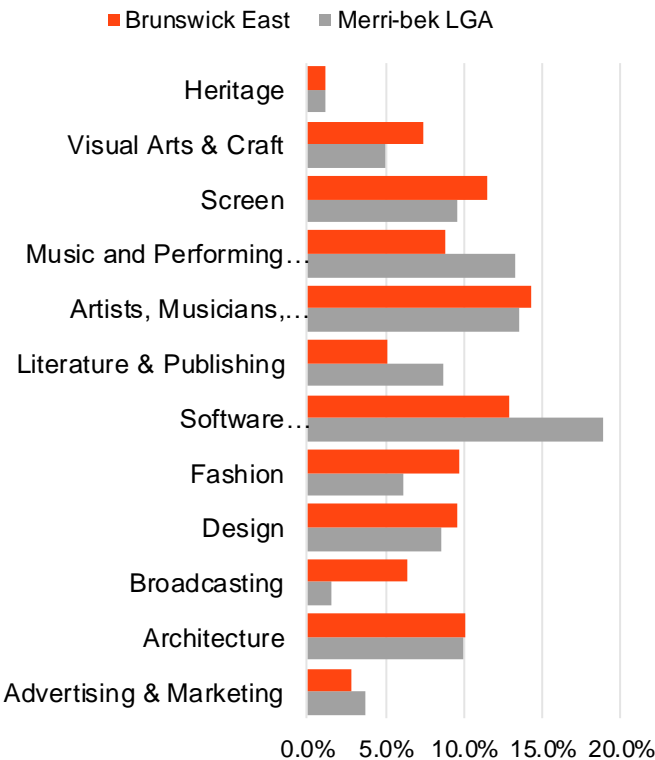
8.3%

Merri-bek LGA

6.1%

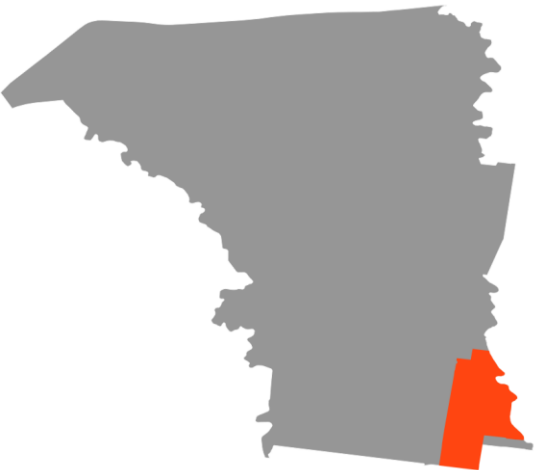
Employment by type of creative and cultural activity

% of total creative and cultural employment, 2021-22



Top three job categories

1. Artists, Musicians, Writers and Performers (99)
2. Software Development & Publishing (89)
3. Screen (79)



Brunswick West Creative and Cultural Profile, 2021-22

Headline indicators



254

Local jobs

6% of Merri-bek LGA
Creative and Cultural jobs



\$28m

Value Added

6% of Merri-bek LGA
Creative and Cultural GVA



\$110,454 per worker

Worker productivity

13.5% above Merri-bek LGA
Creative and Cultural worker
productivity



190

Businesses

10% of Merri-bek LGA
Creative and Cultural
businesses



915

Employed residents

10% of Merri-bek LGA
Creative and Cultural
employed residents

Local job growth

Annual average % change, 2017 to 2022

Brunswick West

13.5%

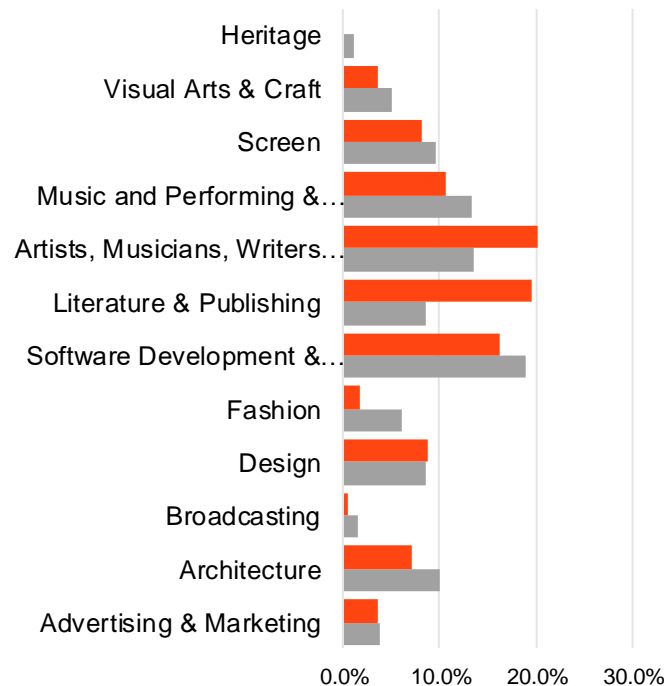
Merri-bek LGA

6.1%

Employment by type of creative and cultural activity

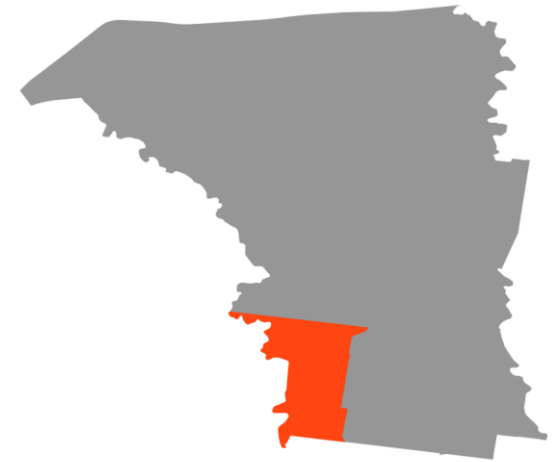
% of total creative and cultural employment, 2021-22

■ Brunswick West ■ Merri-bek LGA



Top three job categories

1. Artists, Musicians, Writers and Performers (51)
2. Literature & Publishing (50)
3. Software Development & Publishing (41)



Brunswick - North Creative and Cultural Profile, 2021-22

Headline indicators



585

Local jobs

13% of Merri-bek LGA
Creative and Cultural jobs



\$55m

Value Added

13% of Merri-bek LGA
Creative and Cultural GVA



\$94,605 per worker

Worker productivity

-2.8% below Merri-bek LGA
Creative and Cultural worker
productivity



272

Businesses

14% of Merri-bek LGA
Creative and Cultural
businesses



1,134

Employed residents

12% of Merri-bek LGA
Creative and Cultural
employed residents

Local job growth

Annual average % change, 2017 to 2022

Brunswick - North

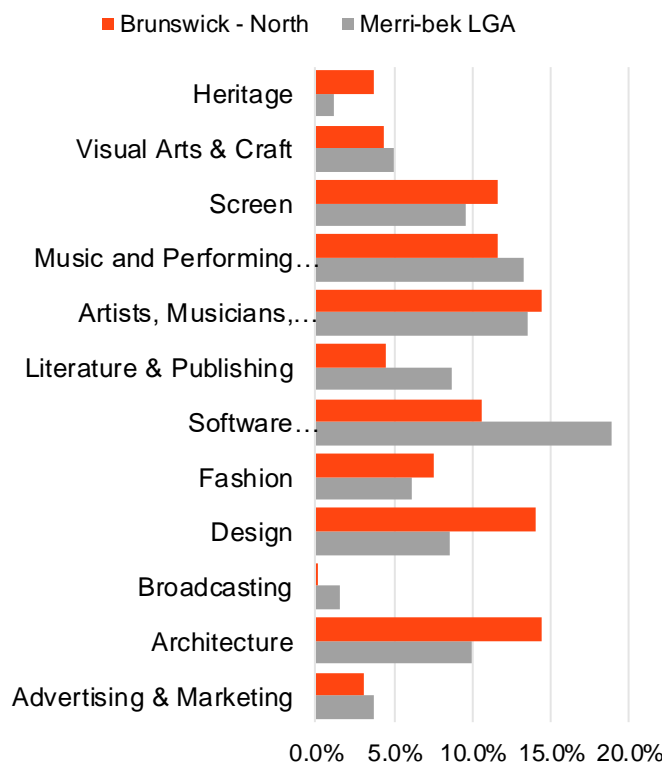
0.9%

Merri-bek LGA

6.1%

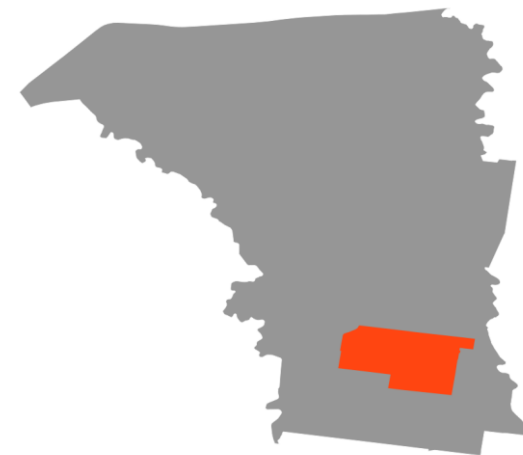
Employment by type of creative and cultural activity

% of total creative and cultural employment, 2021-22



Top three job categories

1. Artists, Musicians, Writers and Performers (84)
2. Architecture (84)
3. Design (82)



Coburg - East Creative and Cultural Profile, 2021-22

Headline indicators



436

Local jobs

10% of Merri-bek LGA
Creative and Cultural jobs



\$46m

Value Added

10% of Merri-bek LGA
Creative and Cultural GVA



\$105,846 per worker

Worker productivity

8.7% above Merri-bek LGA
Creative and Cultural worker
productivity



188

Businesses

9% of Merri-bek LGA
Creative and Cultural
businesses



818

Employed residents

9% of Merri-bek LGA
Creative and Cultural
employed residents

Local job growth

Annual average % change, 2017 to 2022

Coburg - East

5.0%

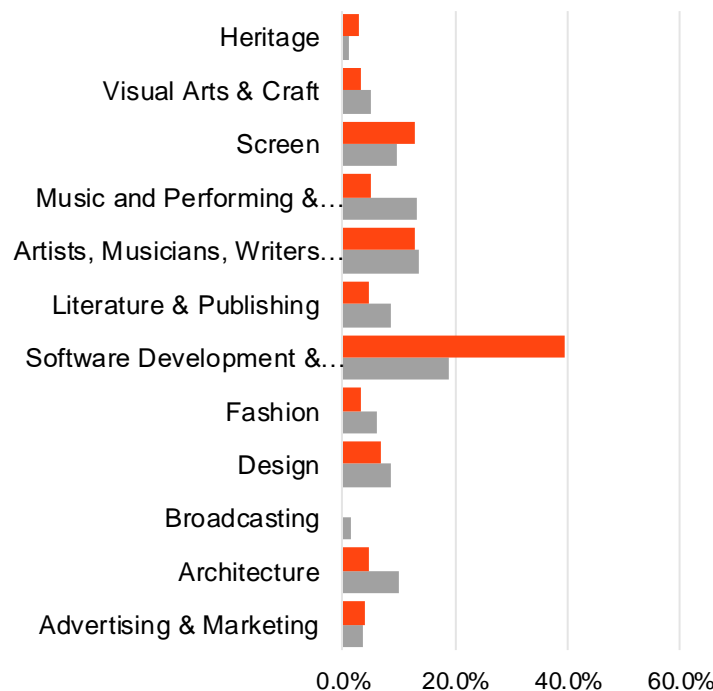
Merri-bek LGA

6.1%

Employment by type of creative and cultural activity

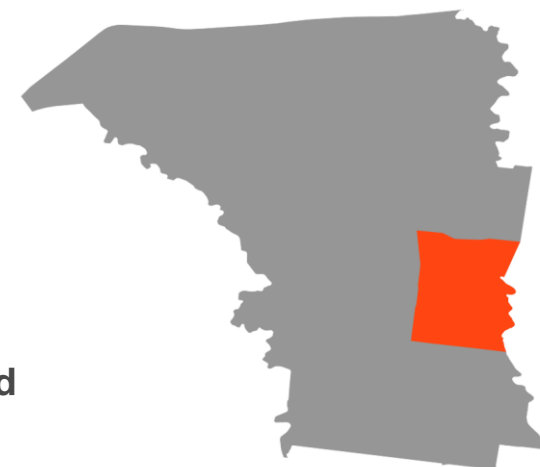
% of total creative and cultural employment, 2021-22

■ Coburg - East ■ Merri-bek LGA



Top three job categories

1. Software Development & Publishing (172)
2. Artists, Musicians, Writers and Performers (57)
3. Screen (56)



Coburg - West Creative and Cultural Profile, 2021-22

Headline indicators



221

Local jobs

5% of Merri-bek LGA
Creative and Cultural jobs



\$22m

Value Added

5% of Merri-bek LGA
Creative and Cultural GVA



\$98,208 per worker

Worker productivity

.9% above Merri-bek LGA
Creative and Cultural worker
productivity



123

Businesses

6% of Merri-bek LGA
Creative and Cultural
businesses



781

Employed residents

8% of Merri-bek LGA
Creative and Cultural
employed residents

Local job growth

Annual average % change, 2017 to 2022

Coburg - West

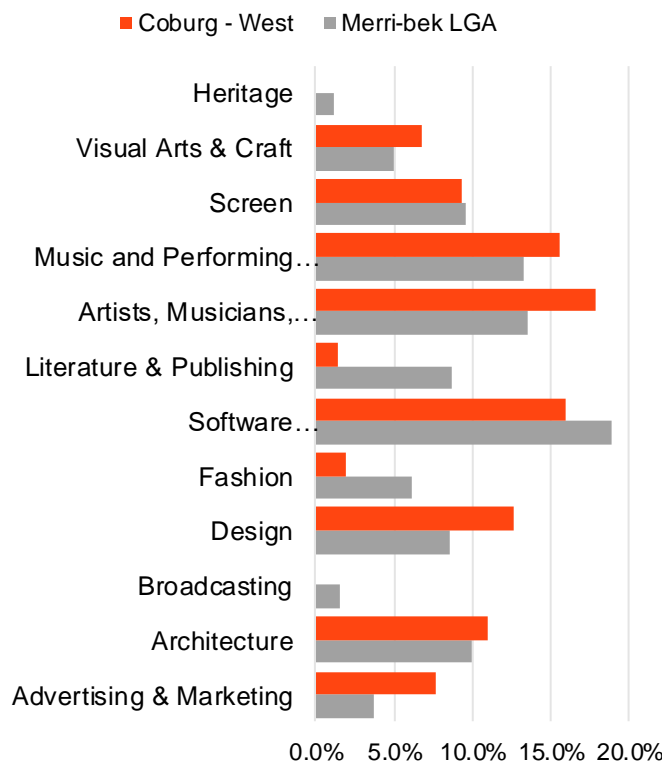
4.2%

Merri-bek LGA

6.1%

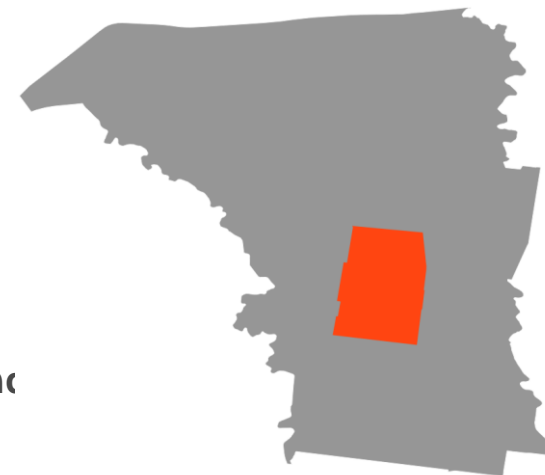
Employment by type of creative and cultural activity

% of total creative and cultural employment, 2021-22



Top three job categories

1. Artists, Musicians, Writers and Performers (39)
2. Software Development & Publishing (35)
3. Music and Performing & Broader Arts (34)



Coburg North Creative and Cultural Profile, 2021-22

Headline indicators



503

Local jobs

12% of Merri-bek LGA
Creative and Cultural jobs



\$41m

Value Added

12% of Merri-bek LGA
Creative and Cultural GVA



\$80,496 per worker

Worker productivity

-17.3% below Merri-bek LGA
Creative and Cultural worker
productivity



155

Businesses

8% of Merri-bek LGA
Creative and Cultural
businesses



452

Employed residents

5% of Merri-bek LGA
Creative and Cultural
employed residents

Local job growth

Annual average % change, 2017 to 2022

Coburg North

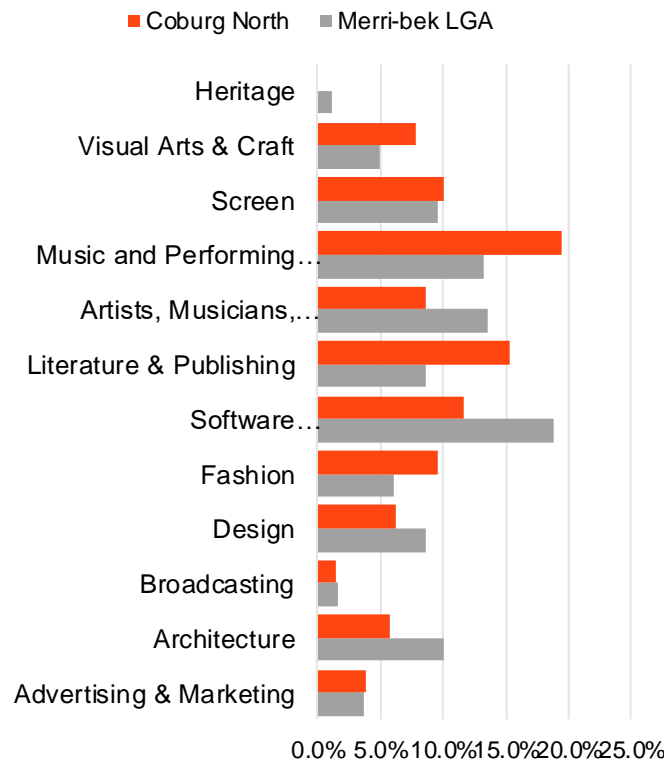
8.8%

Merri-bek LGA

6.1%

Employment by type of creative and cultural activity

% of total creative and cultural employment, 2021-22

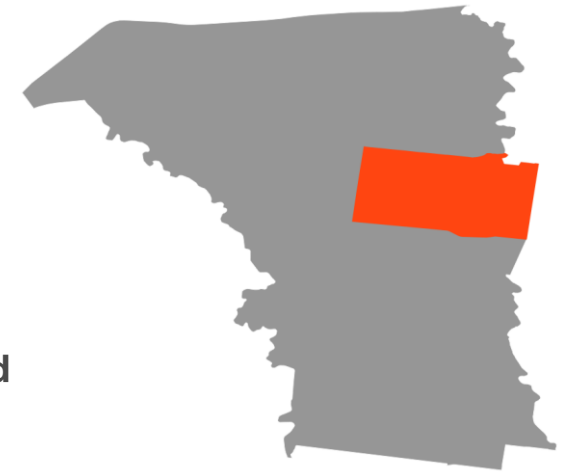


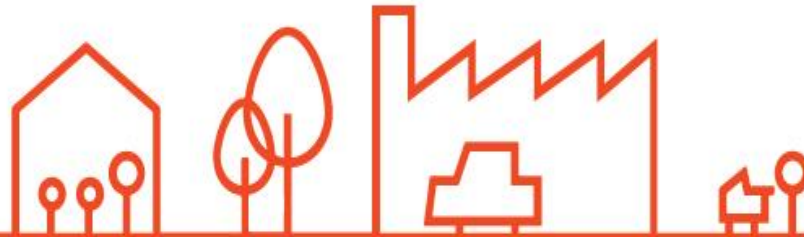
Top three job categories

1. Music and Performing &
Broader Arts (98)

2. Literature & Publishing (77)

3. Software Development &
Publishing (58)





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