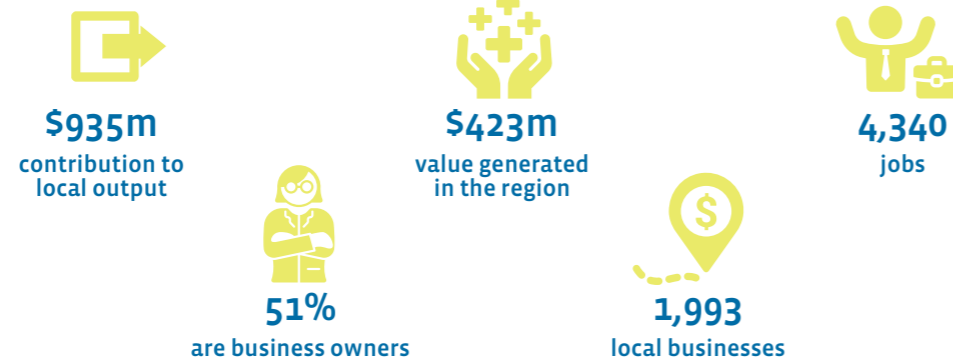


Merri-bek's Creative and Cultural Sector

2023 update - Latest Available Data

Merri-bek has a strong connection to its creative industries

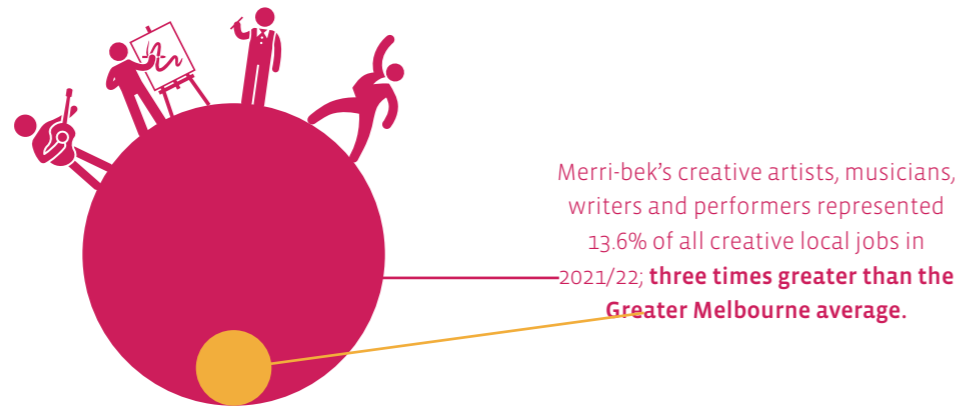
The creative and cultural industries play an important role in both the local economy and the growth of the young, creative demographic moving to Merri-bek.



A hub of creative and cultural activity

In 2021/22 just over 9,391 residents worked within the creative and cultural industries within and outside Merri-bek. This represented 9.3% of the total employed resident base, and is well above the Greater Melbourne average of 7.9%.

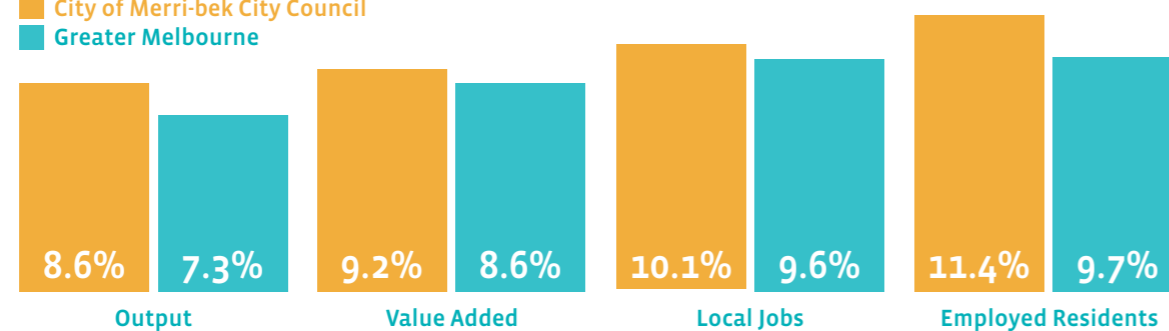
The sector also makes a significant contribution to Merri-bek's economy. In 2021/22, creative and cultural industries supported 4,340 jobs in Merri-bek.



Creative and cultural industries, 2019/20

Share of the total economy

City of Merri-bek City Council
Greater Melbourne

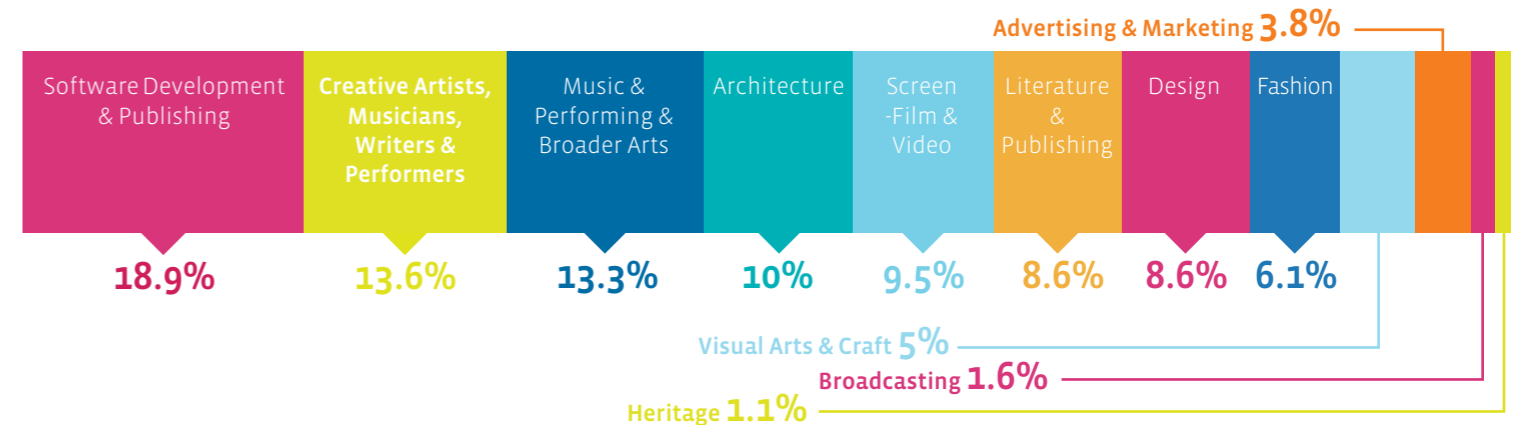


Sources: id based on NIEIR (2023) and 2021 ABS Census of Population and Housing



Merri-bek has a diverse mix of creative and cultural industries

% of jobs in creative and cultural industries by sub-industry, Merri-bek, 2021/22



Major attractions and activities

Merri-bek 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, Merri-bek 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.



Grow opportunities for design businesses



Attract start-ups



Develop educational programs



Build industry partnerships



Create affordable spaces

Strong growth in design related areas (2017-2022)

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

Jobs



+1,114
(6.1 p.a.)

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

Value added



+\$126m
(7.3% p.a.)

Output



+285m
(7.5% p.a.)

Employed residents



+1,510
(3.6% p.a.)

Future Drivers of Growth

Strong population growth, younger age profile, cultural diversity, rising incomes and Merri-bek'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



Strong Creative brand & reputation

Profile of creative and cultural Jobs in Merri-bek

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



55%
Male



31%
Born Overseas



66%
Aged 20-44 years old



60%
Degree qualified



60%
Full time

Top 4 Occupations



19%

Architects, Designers, Planners & Surveyors



12%

Arts Professionals



10%

Graphic & Design Studies



9%

Communication & Media Studies



9%

Media Professionals



7%

Business and Systems Analysts, & Programmers



9%

Architecture & Urban Environment



6%

Visual Arts & Crafts

Strengths

- Strong population growth in Merri-bek and its surrounding region
- Creative and cultural jobs continue to grow in Merri-bek, especially design and software development.
- Diverse range of creative spaces available for businesses to rent
- Brunswick Design District is gradually becoming more widely recognised
- Large resident base employed in creative and cultural industries
- Growth in high income residents
- Cultural diversity
- Inner city location, with established centres and shopping strips
- Good road access and public transport connections
- 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

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

- Affordability of creative / cultural space
- Financial challenges due to rising cost of living and interest rates
- Impact of development on live music ve



"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 Merri-bek."

Emma Sharp
General Manager | Stupid Old Studios