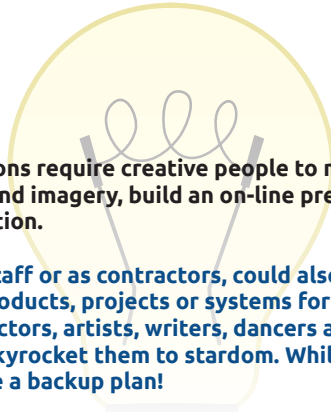


# CREATIVE



All industry sectors and most organisations require creative people to market products or services, develop branding and imagery, build an on-line presence and to design, write or circulate information.

Creative people, whether employed as staff or as contractors, could also be the ones designing and developing products, projects or systems for an organisation. There are also musicians, actors, artists, writers, dancers and others with talents they may hope will skyrocket them to stardom. While this can happen, it's always important to have a backup plan!

## THERE ARE DIFFERENT WAYS YOU CAN BE CREATIVE IN YOUR WORK:

- » Work in a creative sector (though finding work can be challenging)
- » Work a "day job" to fund a creative career on the side
- » Work creatively in another sector e.g. a trade such as construction, engineering, ICT, tourism. See pages 9, 37, 51 and 67 respectively
- » Start a business to market and sell your creative products or services
- » Become famous – as an artist, actor, singer, etc. Only a select few people make a living this way

JOB EXAMPLES	*PAY PER YEAR	OPPORTUNITIES
Actor	Varies widely	Poor
Advertising Specialist	\$40K to \$100K	Average
Artist	Varies widely	Poor
Author	Depends on success	Poor
Communications Professional	\$35K to \$150K	Average
Dancer	Varies widely	Poor
Fashion Designer	\$42K to \$160K	Poor
Film Editor	\$40K to \$100K	Poor
Graphic Designer	\$40K to \$90K	Average
Interior Designer	\$45K to \$95K	Average
Jeweller	\$37K to \$100K	Poor
Journalist	\$42K to \$85K	Poor
Make-up Artist	Varies widely	Average
Media Producer	Varies widely	Poor
Model	Varies widely	Poor
Musician	Varies widely	Poor
Photographer	\$41K average	Average
Television Presenter	Varies widely	Poor
	*PAY PER HOUR	OPPORTUNITIES
Tailor/Dressmaker	\$20 to \$50	Poor
Animator/Digital Artist	\$18 to \$75	Average

\*Rates are based on full-time work and are an indication only.



## ?? DID YOU KNOW?

NZIER RESEARCH SHOWS MORE THAN 6% OF OUR WORKFORCE IS INVOLVED IN CREATIVE ACTIVITY (130,000 JOBS) – EITHER:

- » in the industry
- » in roles supporting the industry
- » or people bringing their creativity to traditionally non-creative industries

THE CREATIVE SECTOR CUMULATIVELY CONTRIBUTED \$17.5 BILLION TO NEW ZEALAND'S GDP IN 2017.

- [beehive.govt.nz](http://beehive.govt.nz)

## USEFUL SCHOOL SUBJECTS

- » graphic design
- » history
- » English
- » computing
- » drama
- » art
- » media studies
- » music
- » technologies
- » maths and more

## SOURCE

[careers.govt.nz](http://careers.govt.nz)



CREATIVE



Filipe Manu, Bachelor of Music, Opera Singer.