



# Creative industries

## OVERVIEW

Townsville possesses a significant creative industry sector and is regarded as the cultural hub of North Queensland.

The region has a growing cultural identity, embracing arts, crafts, design, fashion, music, performing arts and the multi-cultural identity of Townsville.

The key components of Townsville’s creative industries are:

- **Townsville Civic Theatre** – Offering performances in dance, music, opera, comedy and drama from local, featuring Australian and international artists
- **Perc Tucker Regional Galley** – Townsville’s premier regional art gallery
- **Riverway Arts Centre** – Townsville’s newest function centre entwining arts, leisure and the natural environment
- **The Aboriginal and Torres Strait Islander Cultural Centre** – Providing key insight into traditional and contemporary life and culture.

Through these and other facilities, Townsville hosts a number of festivals each year focusing on the creative industries, including:

- **Townsville Cultural Festival** – Celebrating unity and diversity in the community, the 21st festival will be held in 2015
- **Townsville Greek Fest** – An annual two day festival celebrating Greek food and culture in Townsville
- **Australian Festival of Chamber Music** – Held over nine days with approximately 25 – 30 chamber musicians
- **Townsville Eisteddfod** – An annual competition for young performers, held over 18 days with 2,000 entries resulting in 4,600 individual performances

- **Townsville Blues and Roots Festival** – A three day festival celebrating local, national and international artists
- **Townsville Jazz Festival** – A three day festival celebrating local, national and international artists
- **Townsville Fashion Festival** – A three day festival celebrating local fashion and designers.

Townsville’s creative industries are facilitated through a number of leading creative art schools and production companies, including:

- James Cook University – School of Creative Arts
- Umbrella Studio Contemporary Arts
- Townsville Academy of Performing Arts
- Townsville Music and Performing Arts Space
- La Luna Youth Arts.

## INDUSTRY CONTRIBUTION

Townsville generated Gross Regional Product (GRP) of \$11 billion over 2012/13, an 8% increase from 2011/12.

The arts and recreation services sector contributed just under 1% of GRP, with an industry value of around \$70 million (see Figure 1).

The industry provides around 1,100 local jobs, employing nearly 1.5% of the Townsville workforce.

## OUTLOOK

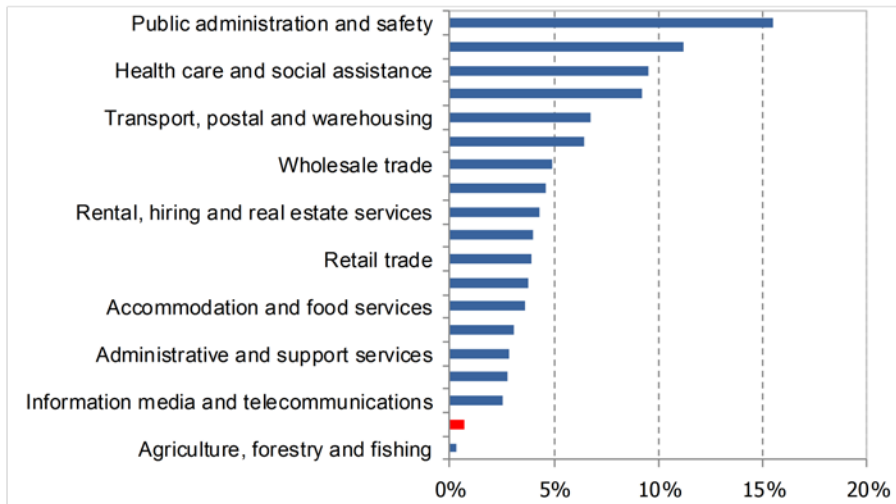
Townsville has a strong history and reputation within the creative industries. Townsville City Council, in conjunction with key stakeholders, is committed to developing the sector over the coming years. As the regional population and economy grows, the creative industries will continue to expand.



**Townsville**  
Real Diversity. Real Opportunities.




**Figure 1: Industry % contribution to GRP (2012/13)**



Note: Estimates based on industry contribution to GRP excluding ownership of dwellings and net taxes.

Source: AEC

## MORE INFORMATION

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