

# CREATIVE ECONOMY



Melbourne is a vibrant, global destination for arts, culture and design, with world-class venues, sophisticated production facilities and a thriving industry of internationally renowned artists, performers and creative professionals.

**48,618**

Companies  
in Victoria

**\$1.5b**

Value of Victorian  
exports

**311,309**

Jobs in  
Victoria

**\$38.4b**

Gross State  
Product

## The creative capital of Australia

Across film, music, visual arts, game production and more, Melbourne boasts a year-round calendar of celebrated events and festivals, including the second oldest film festival in the world, the nation's premier consumer fashion event and the largest digital games celebration in the Asia-Pacific.

The city's strengths and capabilities have attracted a host of global industry leaders, including Disney, Electronic Arts (EA), Luma Pictures, Method Studios and Village Roadshow.



### A global destination for screen production

Melbourne has sophisticated screen production capabilities, visual effects and post-production facilities, along with experienced crew and screen services.

Docklands Studio is Melbourne's premier film and television production complex. It has six sound stages totalling 10,000 m<sup>2</sup> and is home to the world's largest virtual production filmmaking facility – comprising 6,000 LED panels stacked 12m high – enabling real and imagined landscapes to be filmed from the comfort of a sound stage. International TV series filmed at Docklands Studios include the Netflix series *Click Bait*, NBC Universal's *La Brea* and Apple TV's *Shantaram*.

Melbourne and its surrounds have provided the backdrop for iconic feature films such as *Mad Max*, *The Dressmaker*, *Strictly Ballroom*, *The Man From Snowy River*, *Charlotte's Web*, and the Robbie Williams' biopic *Better Man*.



**1906: The world's first full-length  
feature film, *The Story of the Kelly  
Gang* was made in Melbourne.**



### World-class capability in game design and production

Melbourne is home to over 170 digital games studios, representing more than half of Australia's industry. It is the city of choice for global giants Firemonkeys EA, Sledgehammer Games and Keywords Studios, alongside local heroes Big Ant Studios, Hipster Whale and PlaySide Studios.

Victoria produces 1,000 graduates in key gaming disciplines each year, providing a strong pipeline of talent for the industry.

### Melbourne's passion for music, art and literature is internationally recognised

Melbourne has the most live music venues per capita in the world.

Headquartered in Melbourne, Mushroom Group is one of the world's most prominent music collectives, comprising more than 20 specialist companies that publish and distribute music, manage artists and produce events. Mushroom Group has worked with thousands of Australian and international artists such as ABBA, Billie Eilish, Drake, Ed Sheeran, Elton John, Foo Fighters, Kylie Minogue and The Rolling Stones.

The City of Melbourne's public art program commissions art in the public realm, revealing our city's spirit, culture and liveability. Melbourne's Arts Precinct hosts nearly 3,000 performances and exhibitions each year, and is home to one of the highest concentrations of arts, cultural and creative organisations in the world, including:

**National Gallery of Victoria** – Australia's oldest and most visited art gallery.

**State Theatre at the Art Centre** – home of the Australian Ballet and Opera Australia.

**Hamer Hall and Melbourne Recital Centre** – premier music venues.

**Australian Centre for Moving Image (ACMI)** – Australia's national museum of screen culture.

**Victorian College of the Arts** – internationally renowned tertiary institution for artistic invention.

Headquarters of the **Malthouse Theatre**, **Melbourne Symphony Orchestra**, **Melbourne Theatre Company** and more.



**Melbourne has been designated as  
a City of Literature by UNESCO –  
the first in Australia and second  
in the world.**

## Melbourne's events are world renowned



**Melbourne International Film Festival**, the second oldest film festival in the world, is spread across 20 days and attracts over 200,000 attendees.

**The Indian Film Festival of Melbourne (IFFM)** is the largest annual celebration of Indian cinema outside of India.

**Melbourne Fashion Week**, the nation's premier consumer fashion event, attracts over 175,000 attendees.

**Melbourne Fringe**, a grass roots festival with over 400 events across all categories of performing arts.

**Melbourne International Comedy Festival**, one of the oldest and most successful global comedy showcases, with more than 5,000 performances and 500 events, attracting crowds of more than 600,000 people.

**Rising**, a new arts festival, with more than 200 arts events showcasing local, national and global talent.

**YIRRAMBOI First Nations Festival**, a 10-day, biennial arts and cultural festival celebrating and showcasing the work of First Nation artists.

**Melbourne International Games Week**, the largest digital games celebration in the Asia-Pacific, attracting 87,000 participants.

**Asia TOPA** celebrates the creative imagination of artists and cultures from across the Asia-Pacific region.

## The ideal city for creative companies and artists



**Incentives** from the state and federal government to attract physical productions, visual effects, animation, post-production and digital games projects to Victoria and Australia. Creative Spaces is a City of Melbourne program providing affordable work and exhibition space for artists and creative organisations.



**Official treaty for film co-productions** with other countries. Screen Australia manages the program and administers the Producer Offset, a rebate on Australian-based production expenditure.



**Play Now Melbourne** is a Victorian Government marketplace event, connecting local game developers and studios with international games heavy weights.



**Australian Performing Arts Market (APAM)** connects performance artists with international opportunities.



**ACMI X** a 60-seat, 2,000 m<sup>2</sup> state-of-the art co-working space for creative practitioners across film, TV and digital games located in the heart of Melbourne Arts Precinct.



**Free Trade Agreements open access to global markets** supporting improved trade along with copyright, design and intellectual property protection.



**A multicultural labour force** with 260 languages spoken across Melbourne and more than 40 per cent of the population born overseas.



**Exceptional liveability**, with Melbourne ranked the fourth most liveable city in the world – a key drawcard for attracting and retaining top talent.



**The world's friendliest city** based on resident happiness, safety and its LGBTQIA+ welcoming culture. The city also ranks second globally for inclusivity, third for the least overworked city and fourth for most vegan friendly city.



**Favourable visa settings** attracting top-tier talent through dedicated programs.



**Lower business costs** with industrial leases and office space rentals 35 per cent cheaper than Sydney. Victoria also boasts the lowest business tax rate, attractive payroll tax rates and energy costs that are 45 per cent lower than Sydney.

## Educational institutions that develop best-in-class talent



Melbourne is home to a rich network of premier creative education institutions including Brave Studios, La Trobe College of Art & Design, LCI Melbourne, Patrick School of the Arts, Planetshakers School of Creative Arts, Screen Actors Australia and the Victorian College of the Arts.

More than 7,000 students graduate from a creative arts program each year in Victoria.

Thinking about starting a business in Melbourne?

Visit [melbourne.vic.gov.au/invest](https://melbourne.vic.gov.au/invest) or email us at [investmelbourne@melbourne.vic.gov.au](mailto:investmelbourne@melbourne.vic.gov.au).

Want help identifying products and services produced in Melbourne?

Visit [melbourne.vic.gov.au/international](https://melbourne.vic.gov.au/international) or email us at [global@melbourne.vic.gov.au](mailto:global@melbourne.vic.gov.au).



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