

# A PROFILE OF CREATIVE PROFESSIONALS 2023

The Profile of Creative Professionals 2023 research has found that New Zealanders employed in creative professions continue to experience low pay compared to New Zealanders earning a salary or wage.



**\$61,800**  
Median income for New Zealanders earning a wage or salary



**\$37,000**  
Median **TOTAL INCOME** for creative professionals (including all sources of income)

While concerns relating to the working conditions and wellbeing of creative professionals pre-date COVID-19, the pandemic has exposed how precarious work in the arts, culture and creativity is, with unpredictable and insufficient income.



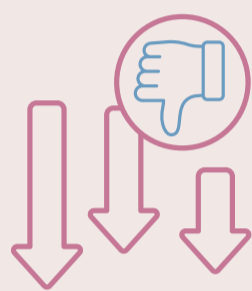
**\$39,900**  
Median total income for self-employed New Zealanders



**\$19,500**  
Median **CREATIVE INCOME** for creative professionals

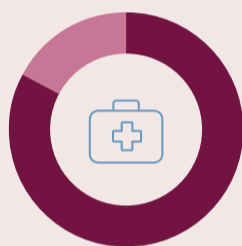
## The gig economy

71% consider themselves a part of the gig economy

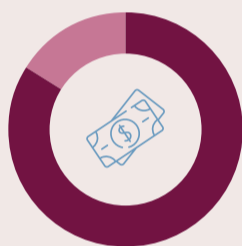


**39%**

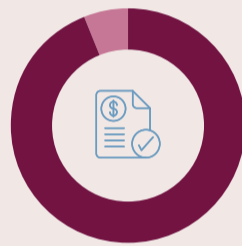
of creative professionals participating in the gig economy say that it has **more downsides** than benefits:



**83%**  
No holiday or sick pay



**84%**  
Knowing how much money I will have



**94%**  
Securing loans

## Total incomes vary by artform/practice



## Reasons for dissatisfaction

**44%**

of creative professionals undertake paid work outside the creative sector



**31%**  
Low / inconsistent income



**21%**  
Very few opportunities



**18%**  
Difficult to get funding



**18%**  
Lack of recognition



**16%**  
Covid has affected my career

## Burnout

Have you experienced burnout in the past year?



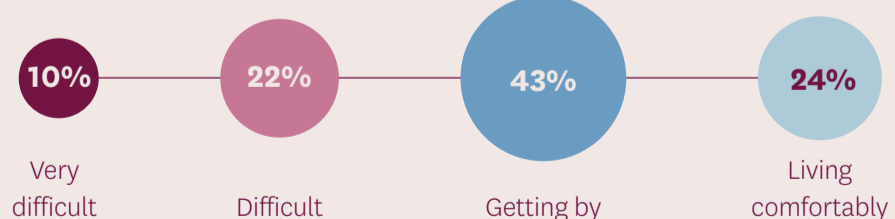
**52%**  
Yes

**27%**  
No, but close

**20%**  
No

## Living conditions afforded by present income

Three quarters of creative professionals are finding it difficult or just getting by



**10%**  
Very difficult

**22%**  
Difficult

**43%**  
Getting by

**24%**  
Living comfortably

## Online surveys

**603**

completed with creative professionals.

## Fieldwork conducted

**15 SEP – 10 OCT 2022**

## 'Creative professional' definition

Those aged 16 plus who earned at least some income from their creative work in the financial year ending 31 March 2022