

## 9. CDC CREATIVE INDUSTRIES REPORT - NOVEMBER 2003

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The purpose of this report is to update the Committee on Creative Industries projects and activities.

### SCIENCE AND TECHNOLOGY SECTOR

As discussed in the October Creative Industries Report HIT Lab NZ and Ultralab South have been working together using 3D animation technology to illustrate Gavin Bishop's book, Giant Jimmy Jones. 'eyeMagic' will be launched on 26 November 2003 and is also the result of a collaboration with ten children from five Christchurch schools at the HIT Lab's 3D modelling workshop in September 2003. For further information please refer to the HIT Lab's newsletter at [www.hitlabnz.org](http://www.hitlabnz.org)

The creative design of HIT Lab NZ students has also lead to the development of an interactive Magiplanet Augmented Reality Solar System which is now on display at the TeManawa Science Museum in Palmerston North and has been very popular to date.

### FASHION DESIGN AND OUTDOOR APPAREL CLUSTER

A brief update will be given at the 27 November 2003 meeting.

### MUSIC INDUSTRY SECTOR

Three meetings initiated by the Council have been held to date and have involved a cross section of people primarily interested in making it easier for young people to enter and succeed in the music industry. The group has discussed various ideas including a Music Industry Directory and a Feasibility Study to identify the strengths and weaknesses of the Canterbury offer and any gaps in music service provision. Consensus on the need and purpose of the Study has not yet been reached since the various stakeholders such as CEG, CDC, WINZ, Christchurch Community Arts Council, and Arts Canterbury Inc have all earmarked individual plans for completing various research in the following months.

Certainly the Creative Industries Strategy would cover the group's interests and more, however, the group itself needs to decide what is the best case scenario for themselves and more discussion will take place at the next meeting on 28 November 2003 to decide areas of priority.

### CREATIVE INDUSTRIES ON THE EDGE

On behalf of the Creative Industries Trust (to whom I report as Creative Industries Adviser) I request that Councillor Anna Crighton be appointed as the Christchurch City Council appointee on the Creative Industries Trust. Anna has been voluntarily attending meetings throughout 2003 and brings immeasurable skills to progressing the planning for this major international event earmarked for March 2005.

An Executive Director has been appointed by the Creative Industries Trust to progress the project development. Councillor Paddy Austin will work in partnership with a variety of stakeholders including CDC to deliver a world class event in 2005. Discussions are currently taking place regarding branding and logo design with Q Media and the Trust is planning towards an exciting public launch in February 2004 after securing national Trust representation and industry buy-in.

### CHRISTCHURCH CREATIVE INDUSTRIES STRATEGY

The CDC and the Christchurch City Council have had an initial meeting regarding the Creative Industries Strategy and a Planning Discussion Document will be presented at the 27 November 2003 meeting providing further detail.

#### Staff

**Recommendation:** That Councillor Anna Crighton be appointed as the Council's report on the Creative Industries Trust.

#### Chairman's

**Recommendation:** That the staff recommendation be adopted.