

4. CREATIVE INDUSTRIES REPORT - APRIL 2004

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CHRISTCHURCH CREATIVE INDUSTRIES STRATEGY

As part of the Strategy a map of the Christchurch environment needs to be drawn up to demonstrate where the creative industries are located and this can interface with some of the trends which are spoken about but not recorded. Trends such as creative practitioners starting up their businesses on the east side of Christchurch need to be recognised as they effect noise control laws (an issue facing other cities at present), after hours activities, location of student housing etc. Other trends such as creative practitioners (ie photographers, film makers) being forced out of the city into the suburbs due to lack of cheap rental space and lack of easy parking access need to also be recognised.

I would like to seek advice from the Arts Culture and Heritage Committee about how to progress the map of the creative industries environment. Is this a task that The Council can assist with as part of the Creative Industries Strategy? Who is the best person to talk to regarding this aspect?

A map of the environment before the Converge 05 event is also desirable to better evaluate the success of Converge 05 and the Creative Industries Strategy initiatives in 2005/06.

ETHNIC ARTISTS FORUM

CDC and the Office Ethnic Affairs invited the Ethnic Artists Network (25 members) and others to a Forum on 18 March 2004 to identify and discuss the needs of ethnic artists when it comes to creating and selling their artworks. As with previous ethnic artists meetings, the turnout was low (13 attendees of which 5 were artists) despite news of the Forum being advertised in several languages on Plains FM and fliers being widely distributed. Some of the opinions that were presented at the meeting include:

1. A request to change the funding structure so that individual artists can be funded to exhibit their works rather than funding being provided to PEETO or other representative organisations;
2. A request for support agencies to put actions in place instead of constantly talking or consulting;
3. A request for only one Ethnic Festival a year instead of ethnic soccer and multitudes of little events;
4. A list of all galleries, how much it costs to hire their space to exhibit works, how much the commission is, who the contact person is, etc.
5. Recognition from support agencies and New Zealand organisations that in their countries artists don't have to pay tax, have a business plan etc - they can just be creative and sell their works and that's all they want to do in New Zealand;
6. More information about how to go about preparing an exhibition.

Numbers one-three are issues that were not as relevant to the purpose of the meeting. Number four will be supported by the development of the Canterbury Regional Arts Guide. Number five relates to artists not wishing to access free professional business management training workshops at CDC such as *Costing and Pricing Your Goods and Services*. Sometimes artists just want to create, instead of thinking about how to sell their works. Number six is something that could perhaps be discussed at a workshop topic at subsequent Ethnic Artists meetings.

Whether these views are representative of other ethnic artists is debatable. As far as identifying barriers - the Forum was largely unsuccessful in this respect and I am now working on developing a survey form that can be distributed.

MUSIC INDUSTRY FORUM

This took place on Saturday 27 March 2004 - a copy of the press release is attached at Appendix 1.

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OTHER CREATIVE INDUSTRIES STRATEGY NEWS

Some issues that have come to light as a result of one-on-one business interviews include:

- **Moving Image Sector**

New Zealand On Air is an organisation set up to assist film and video makers to fund the huge outlay required, and to get their work shown on screen. 'The organisation is made up of a bunch of middle class men who've been there for years who have no idea of what the industry needs' said one practitioner to me recently. In order to get a NZ ON Air grant you need to have a contract signed by TVNZ for example that states the date and time your film will be aired. It is not possible to get a contract unless the film has been made largely so it is a catch 22. This issue and other will be more fully researched during the Moving Image Forum.

- **Graphic Design Sector**

No publisher in Christchurch stocks international quality design magazines - several companies and sole traders have mentioned this to me. Accessing information about current design trends is vital to the design industry. This issue, along with relocation of corporate businesses to Wellington and Auckland and the effect that has on the marketplace will be more fully explored at the Graphic Design Forum.

FILM SOUTH

Please see Appendix 2 for a Report from Jacqui Woods, Executive Manager of Film South.

CLOTHESLINK CANTERBURY

Japanism Week - Cluster Meeting

The Designer Fashion and Outdoor Apparel Cluster held a public cluster meeting at Te Puna o Waiwhetu, Christchurch Art Gallery on 3 March 2004 in honour of the Japanism Week. Three of the cluster members, including Tango, Barbara Lee and Martin Trustumm (CPIT), spoke of their journey in the fashion industry.

Issues that were identified at the meeting that will be more fully researched at the Fashion Design Forum included the influence of the free trade agreement with China, the lack of prestige associated with being a pattern maker or machinist, the timeframe between showcasing designs on a catwalk and getting them to market six months later which allows time for designs to be copied and manufactured by others in the interim.

ClothesLink Canterbury Website

ClothesLink Canterbury also officially launched its website at the meeting, which was well attended with over 100 people. The website is www.clotheslink.org.nz. Currently 75 members have their businesses profiled on the website, it is expected that this will increase to approximately 200 over the coming months.

New Cluster Facilitator - Where to from here?

On 15 March 2004 Janine Kenyon came on board to take over the role of ClothesLink Cluster Facilitator from Christine Gooding. Over the past week one of the tasks that Janine has been completing is the Fashion Cluster Survey. The survey will be sent to all the cluster members and then follow-up with a one to one visit to discuss their business, their needs and where they see the cluster helping.

This information will assist the steering group to move forward in identifying areas that need to be addressed and will also feature in the strategic business plan, which needs to be completed by the end June.

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Show Time Canterbury

Show time Canterbury Marketing Manager Katherine Ward has contacted Jenna-Lea Philpott to discuss the possibility of working in conjunction with ClothesLink Canterbury to organise a joint fashion parade. This is to be followed up by Janine Kenyon.

Chairman's

Recommendation: For information.