

3. CREATIVE INDUSTRIES UPDATE - JULY 2004

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The purpose of this report is to provide an update on creative industry projects and activities.

CHRISTCHURCH CREATIVE INDUSTRIES STRATEGY

The Christchurch Creative Industries Strategy is progressing well with strong commitment from the sector identifying barriers to growth and ideas for initiatives that could reduce these barriers. This feedback has been received threefold:

1. Individual one-on-one interviews with businesses
2. Industry Group Forums
3. Survey Questionnaire

Two Industry Forums have been held recently as part of the Christchurch Creative Industries Strategy: Screen Production and Visual and Object Arts. The Music Industry and Ethnic Artists Forums were held earlier in the year. Three more Forums remain including:

1. Graphic Design, Marketing, Advertising, & Digital Media
2. Performing Arts, Dance Theatre, Literature & Publishing
3. Design (Architecture, Interior, Landscape, Industrial, Furniture, Product, etc)

All consultation will be complete by 16 July leaving the last two weeks of July for compilation of the Strategy. A copy of the Survey Questionnaire and poster advertising the Forums is attached for further information.

The overall message coming through is that there are some great success stories that remain untold in each of these industries. Creative people themselves as well as the wider public are unaware of these success stories further perpetuating the myth that it is difficult to make a sustainable income in these industries. A recent trip to Akaroa is one such example. I interviewed five self-employed visual and object artists - all of whom were turning over more than \$100,000. Marketing the success stories at both a regional and national level is also an issue recently raised with NZTE Creative Industries Sector Director, Dame Cheryl Sotheran at the Clusters Conference.

Many of the creative practitioners in Christchurch regularly participate in more than one creative industry and it is these crossovers that motivates and inspires practitioners with new ideas. Getting the ideas manufactured, marketed and distributed is the main area of difficulty but there is no shortage of ideas - something other businesses in other industries may be interested to pick up on in the future. All those interviewed would like to be less isolated and more connected via a creative industries website particular to Christchurch and Canterbury and to have an opportunity to meet up once a month around workshop topics such as *How to protect and commercialise your intellectual property*.

It has emerged that far from creative industries being a sector in their own right operating on the fringes - it is a sector that is core to the economy as a whole. One example is a phone call I received from a Film Director this morning. During the course of our conversation it emerged that a 3D meat cleaver developed for the Meat Industry is also being used in the film industry to assist with digitisation of animation characters. The film industry is now the biggest user of the highly innovative 3D meat cleaver - and indeed is the key driver of the development of new technologies to improve the overall quality of film production. Conversely, creative industries processes and technologies are enabling other industries such as ICT, Biotechnology, Agriculture etc. The transferable skills of the creative practitioner are enabling other industries to develop new innovative products that are often highly specialised and individual to the needs of the consumer.

Finally, I have received many enquiries about this Strategy from other businesses, practitioners and Councils in the Auckland and Wellington area. This leads me to believe that demand for this type of research is increasing and Auckland City Council is now undertaking their own Creative Industries Strategy due for completion at the start of 2005.

CLOTHESLINK CANTERBURY

Janine Kenyon, Clotheslink Canterbury Cluster Facilitator will present an update report to the Committee at the September meeting.

Chairman's

Recommendation: That the information be received.