

### 3. CREATIVE INDUSTRIES REPORT - MAY 2004

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#### CHRISTCHURCH CREATIVE INDUSTRIES STRATEGY

Nearly 30 creative industries businesses have been interviewed to date and of these all but three are self-employed practitioners. Several people are contracted by these practitioners to assist in the production of their business eg accountants, lawyers, sales people, and other creative staff. All people interviewed expressed support for the development of a Creative Industries Strategy and have welcomed the opportunity to contribute towards the identification of specific barriers.

These interviews have resulted in six recommendations to the Accelerated Business Growth Programme, eight recommendations for Business Start Up Programme, and 13 recommendations to Enterprise Training and Online Training. All were not previously aware that they were eligible for this training and the interview is mutually beneficial as a result. In addition, I have been able to marry the gaps as well as the skills of different industries which has resulted in increased work and turnover - the Creative Industries Website (developed in the later half of this year) will increase this even further.

Another measure of the success of these interviews is that all those interviewed continue to phone or email me and to refer my details on - encouraged by the opportunity to help build an awareness of the needs of their respective industries. Quite simply, they were waiting for a system of engagement that meets them in their environment and I am pleased to see increasing ownership of the direction of the creative industries sector.

I am tracking all the ideas presented in the forums and individual interviews and have noticed that all businesses interviewed to date are increasing their productivity and contracting of staff. Interestingly, the interviews have also revealed that most practitioners do not view their creativity as being separate to the business itself - I have observed an integrated approach which other businesses and the corporate sector are now striving to achieve through increasing their creativity and innovation. Research shows that those businesses that incorporate a creative approach to business increase their turnover, anticipate change, and create new markets. Engaging with creative industries businesses and studying their integrated approach to business management may be a useful tool for other businesses. The Creative Industries Strategy and Converge 05 event will assist in this direction.

#### Film South

Film South newsletters will be distributed at the meeting providing an update of recent news.

#### CLOTHESLINK CANTERBURY

##### Client Visits

ClothesLink is continuing with client visits to ascertain constraints to growth and business development needs. Valuable information is being collected. To date 25 client visits have been undertaken.

##### Careers Expo

On 16-18 May 2004 the Christchurch Careers Expo is taking place at Westpac Trust Stadium. ClothesLink have a stand to promote the fashion industry as a positive career choice for those looking to leave school within the next two or three years. ClothesLink hope to make the stand interactive and have asked for assistance from the industry to man the stand.

## **MUSIC INDUSTRY**

Plans are underway for New Zealand Music Month celebrations. I am working closely with NZTE and New Zealand Music Managers Forum to secure some workshop opportunities for Christchurch in the near future with national and international guests. Very often there is little or no budget available to fly people south to Christchurch after guests arrive in Auckland or Wellington to meet with their musicians. Being able to show the range, capability, and number of bands, artists, recording studios, and music businesses located in Christchurch is essential for putting a strong case forward to secure New Zealand Government funded workshops also being made available in the South Island. Accordingly, I have asked all bands, artists, engineers, etc to forward me their contact details so as to compile a database to be used by those in the industry as well as central government agencies. This will be done for all the creative industries during 2004.

## **DESIGN FASHION CLUSTER**

Janine the recently appointed facilitator for this cluster will provide an update on progress with the cluster.

### **Chairman's**

**Recommendation:** That the information be received.