

8. CHRISTCHURCH CREATIVE INDUSTRIES STRATEGY

Officer responsible	Author Jenna-Lea Philpott, Creative Industries Project Leader, CDC
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The Draft Strategy will be circulated to members of the Committee from 14 September 2004 and also externally to the relevant industry groups and key businesses in consultation with the Council Arts Advisers. The consultation period will be for two weeks, after which time the document will be finalised, printed and launched at a function on 28 October 2004.

The Strategy will have several key functions in the future including:

1. Stimulate greater industry growth and leadership through increased joint dialogue and partnerships amongst creative practitioners, industry groups, local and national support agencies, businesses, academic institutions, and not for profit organisations.
2. Encourage creative individuals working as sole practitioners to be a part of the greater creative industries sector and stimulate greater engagement between the various individual industries.
3. Be a springboard for discussion of the middle ground between artistic integrity and commercial enterprise, an area of increasing conflict for those involved in the creative industries sector.
4. Serve as a key document contributing towards the development of creative industries policy in NZ at central government and local government level. In particular, to be a catalyst for the provision of streamlined service delivery between national industry bodies, local industry networks, central and local government agencies, etc.
5. Highlight areas of priority for individual industries as well as areas of common issue across the creative industries sector.
6. Identify the key constraints to growth and a range of recommended initiatives (as told by those in the industries themselves) that creative practitioners, local and central government agencies, academic institutions, etc can address over the next three years.

A proposal for the launch of the Strategy will be tabled at the Committee meeting as this will be put together early September 2004. CDC is consulting with the Council at the present time regarding:

- Content of the Strategy;
- The invitation list for the launch;
- Potential participants, and entertainment at the launch;
- Mailing list for distribution of the Strategy;
- Marketing support;
- Budget for printing and distributing the Strategy, and for the launch of the Strategy to cover venue hire, catering, equipment hire, etc

CLOTHESLINK CANTERBURY FASHION AND OUTDOOR APPAREL CLUSTER

The previous month's report has been carried over and will be presented by Janine Kenyon, Cluster Facilitator. Also see attached.

Chairman's

Recommendation: That the information be received.