

4. CREATIVE INDUSTRIES REPORT

Officer responsible CDC	Author Jenna-Lea Philpott, Project Leader - Creative Industries
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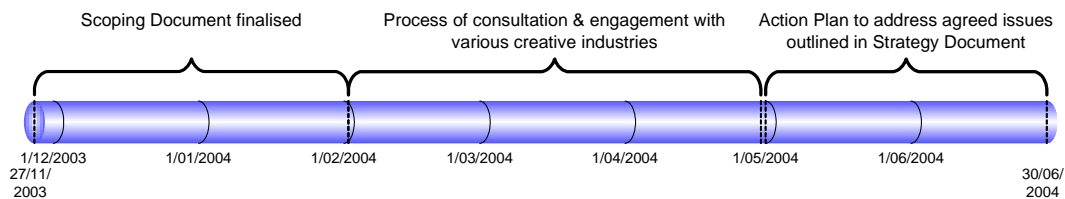
CANTERBURY CREATIVE INDUSTRIES STRATEGY

Creative Industries are a major source of economic development in twenty first century economies and the Western world in particular is looking for ways to increase the growth of these industries to support future ideas generation, innovation and entrepreneurship - concepts that are recognised as being vital components in any knowledge economy. To date international research has tended to focus on the economic contribution and employment statistics of the creative industries sector. Many other questions remain unanswered hindering the advancement of appropriate policy and direction of support services and resources. It is therefore necessary to develop a Strategy that can recommend initiatives leading to growth in future years and subsequently assist support agencies in their project planning.

The Creative Industries sector involves a broad range of specialists and as far as possible all will be engaged so that the Strategy captures and consolidates as many ideas as possible. A preliminary Scoping Report will be presented at the 12 February 2004 meeting to the Arts, Culture and Heritage Committee and is also intended for wide distribution to the practitioners, opinion leaders, supporters and researchers in the creative industries sector and might involve any of the following:

- businesses
- artists
- central government agencies
- technology sector
- local governments
- community development specialists
- economic development specialists
- events planners
- not for profit organisations
- arts organisations
- scientists
- software sector
- public planning specialists
- academic leaders
- venture capitalists and funders

CDC will facilitate the development of the Strategy in consultation with the Arts, Culture and Heritage Committee. The proposed timeframe is as follows:



In December 2002 the Arts, Culture and Heritage Committee passed three resolutions which the Strategy will deliver:

- That the Council shows commitment to seeing Christchurch's creative/cultural industries develop by providing leadership and direction;
- That the Canterbury Development Corporation (Economic Development Unit) in conjunction with the Arts Culture and Heritage Committee develop a Creative/Cultural Industry Strategy;
- That the Council pursue an International Creative Clusters Conference to be held in Christchurch in 2005.

As the Creative Industries Project Leader at CDC, my role will be entirely focused on the research, development and delivery of this Strategy and will involve consultation with other economic development agencies and local governments throughout Canterbury, individual meetings with 135 creative industries businesses and organisations funded by New Zealand Trade and Enterprise (NZTE) as part of Enterprise Training, and facilitation of at least 13 group industries meetings as follows:

- DESIGN: Architecture, Environmental, Fashion, Furniture, Graphic, Industrial, Interior, Landscape, Urban, Product.
- DIGITAL MEDIA: Multimedia, Web Design, Software, Sound.
- DANCE: Ballet, Contemporary, Traditional, Choreography.
- LITERATURE/PUBLISHING/ADVERTISING: Fiction, Non-fiction, Poetry, Storytelling, Advertising.
- MAORI ART AND CULTURE: Kapahaka, Poi, Whakairo, Ta Moko, Raranga, Waiata.
- PACIFIC ART AND CULTURE: Tapa, Weaving, Choral, Tattoo, Woodwork, Drumming, Carving, Dance.
- ETHNIC ART AND CULTURE:
- MOVING IMAGE: Film and Television, Video.
- MUSIC: Opera, Chamber, Orchestra, Rock, Country, Jazz, Band, Folk, Classical, Pop, Music Theatre.
- OBJECT ART: Ceramics, Sculpture, Fibre Arts, Glass, Metal, Recycled, Wood, Jewellery.
- THEATRE: Comedy, Acting.
- VISUAL ARTS: Installation, Photography, Painting, Print Making, etc.
- SCIENCE ARTS: Augmented Reality, 2D, 3D.

These group meetings will be held weekly through to May and the Scoping Report will hopefully spark interest in advance and help ensure good turnout and discussion. A summary of these meetings will form the basis of the Draft Strategy which will then be distributed to all who contributed, for their feedback prior to final publication.

I expect many initiatives such as the development of a creative industries website to be outlined as part of an action plan within the Strategy and look forward to Christchurch City Council, the Arts, Culture and Heritage Committee, and CDC working much closer in this area in the near future as a result of the Strategy. It would certainly be beneficial to work in partnership with Christchurch City Council to develop a map of Christchurch outlining where certain creative industries businesses and organisations are located. This is relevant to future public planning, cluster development and economic development particularly in light of the CONVERGE event planned for March/April 2005.

The next Creative Industries Report will provide a summary of the Science and Technology, Fashion Design and Outdoor Apparel, and Film South clusters.

Chairman's

Recommendation: That the information be received.