

## 6. CREATIVE INDUSTRIES

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The purpose of this report is to update the Committee on the work being carried out by the Creative Industries Trust and project team, as administered by Canterbury Development Corporation.

### CANTERBURY CREATIVE INDUSTRIES STRATEGY

A schedule of proposed meetings is as follows (subject to change):

25 March	Graphic Design and Marketing
27 March	Music Forum (In association with APRA, NZ Music Industry Commission, NZ Music Managers Forum,) and with the support of the local Music Industry Group that have met monthly for the past 6 months including MP Tim Barnett;)
1 April	Ethnic Arts (In association with Ministry of Ethnic Affairs, Arts Access Aotearoa and CDC Ethnic Advisors)
6 April	Presentation to Mayoral Seminar  National Launch of Converge Easter 21 April
15 April	Object Arts (In association with Arts Canterbury Inc and Christchurch Arts Council);
21 April	Digital Media (In association with Cant Software Cluster)
28 April	Maori Arts (In association with Ngai Tahu and CCML);
4 May	Moving Image (In association with Film South, Screen Canterbury, Belladonna)
6 May	Dance (In association with DANZ);
12 May	Literature and Publishing
16-18 May	Careers Expo - Creative Industries Exhibits
19 May	Visual Arts
26 May	Theatre
3 June	Design (Architecture, Product, Furniture, Interior, Landscape, Urban, Industrial, Environmental)
10 June	Science Arts (In association with HIT Lab NZ)
TBC	Designer Fashion and Outdoor Apparel

Staff at the Christchurch City Council, NZ Trade and Enterprise, Creative New Zealand, other government departments and academic institutions will assist with the development of suitable questions to be discussed at these meetings.

One on one interviews with business owner/managers and self-employed practitioners have begun with clients going on to be supported by the CDC Business Start Up programme, the Accelerated Growth Enterprise Training programme, and others are taking part in various three hour workshops such as 'Costing Your Goods and Services' over the next two months. In addition, Screen Canterbury and the Ministry of Ethnic Affairs are working towards increasing the awareness of the availability of this free training within their sector groups.

Future Enterprise Training workshop topics will be tailored to meet the needs of the creative industries sector after completion of the Strategy and will be based on the information gathered in the interviews and at the industry group meetings.

The Scoping Report (Final Draft) will be presented to the Committee on 11 March 2004 outlining the process for progressing the Canterbury Creative Industries Strategy and will provide background information to businesses and practitioners prior to their engagement at industry group meetings.

#### **OTHER NEWS**

- A new Designer Fashion and Outdoor Apparel Cluster Facilitator is soon to be appointed at the CDC and an update of events planned for this year will be provided in the April 2004 Report.
- The Creative Industries Sector will be featured in a Creative Technologies and Creative Arts interactive showcase at the Christchurch Careers Expo in May. Businesses within these sectors are being engaged to showcase their industries (rather than their businesses) and I am co-ordinating a range of interactive activities to entertain young people - it will be a very funky part of the Expo to hang out in.
- The merger between Trade NZ and Industry NZ has resulted in a new team being created at NZTE with some staff based in Christchurch. Sub-sectors of the NZTE Creative Services Team (not to be confused with the NZ Creative Industries team) are outlined on the following page. The focus of the Creative Services Team is to increase business development and export growth within the sub-sectors.

**Goal 6 of the Arts, Culture and Heritage Committee Current 2003/04 Actions** corresponds nicely with the objectives of the NZTE Creative Services Team and there is potential to increase the engagement of NZTE in partnership with the Arts, Culture and Heritage Committee and CDC in achieving these stated objectives.

#### **'Arts in Enterprise, Tourism and Economic Development'**

**Goal 6** - Arts activities play an important role in economic development and in attracting visitors to Christchurch with the City becoming internationally recognised as the home of vibrant arts and arts activities.

- 6.1** Work with economic development agencies (including Canterbury Development Corporation) to identify and explore the potential for arts related business to further contribute to the long-term economic sustainability of the City.
- 6.2** Work with economic development agencies (including Canterbury Development Corporation) to develop strategies to further develop and improve the arts related business in the City.
- 6.3** Work with business and individuals to identify opportunities to increase investment in and assistance to arts enterprise.
- 6.4** Encourage collaboration between the arts and business sectors based on recognising the contribution arts can make to industry.

#### **NZTE CREATIVE SERVICES TEAM SUB SECTORS**

- Digital Content/ Multimedia - 480
- Gaming Solutions
- Graphic Design
- Digital Media
- Videos/CD-Roms
- Publishing - 470 Children/Educational
- Food and Wine General
- Design and Lifestyle - 660
- Giftware/Craft/Toys/Games/Homeware
- Fine Art, Theatre and Arts
- Apparel and Footwear
- Textile Manufacturing
- Wool/Fibres

- Jewellery/Accessories
- Film, TV and Music - 450
- Interactive TV
- TV Commercials
- Film and TV
- Animation
- Music Services - 430 Research
- Health Services
- Civil Engineering/Infrastructure
- Marketing
- Architecture
- Design
- Retail
- PR
- Tourism
- Government
- Service Provider
- Engineering Consultancy
- Investment
- Aviation Services
- Environmental Services
- Management Services
- Financial Services

**Chairman's**

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