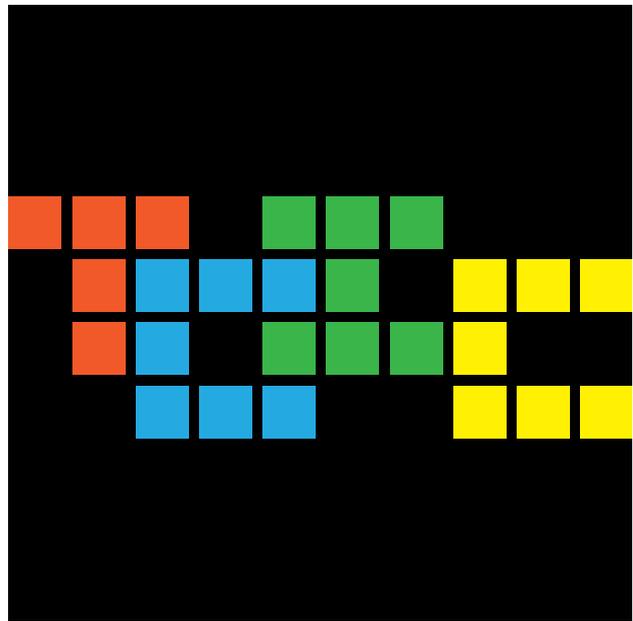


Creative Industries in Tasmania - the way ahead



Your invitation to an open forum to decide the future of an industry body to represent the Tasmanian creative industries.

Agenda

Introduction (5.00pm)

David Schloeffel, Business Adviser, Creative Industries Innovation Centre, Enterprise Connect (the original proposer of an industry body)

Report on the work of the steering committee

Andrew Dickinson, Chair, Tasmanian Creative Industries Council

Open discussion and vote

An industry body for the creative industries in Tasmania? If a vote in the affirmative, election of a formalised TCIC committee

Close (6.30pm approx.)

This meeting is potentially a watershed for the creative industries in tasmania - as a creative industries professional, your attendance is vital.

Background

Just over 12 months ago, 38 prominent creative industries professionals met to discuss the way ahead for creative industries in Tasmania.

A lot was covered and there was unanimous agreement that there was potentially much to be gained in forming some sort of Tasmanian creative industries body.

A steering committee was formed to address three key outcomes desired by the meeting:

To 'change perceptions of the Tasmanian creative industries'.

To 'define, measure, position and sell the creative industries'.

To help the industry better get to know itself, potentially through events and social media.

That steering committee has been working for 12 months as the Tasmanian Creative Industries Council (TCIC) and there have been several key achievements including formulating a draft strategy, connecting with political leaders, holding industry events, creating social media connections and most importantly, being a prime driver in Tasmania becoming a major

Details

WHAT

Creative Industries in Tasmania Workshop

WHEN

Wednesday 25 September 2013

WHERE

Founders Room, Salamanca Arts Centre, Hobart (Enter from Woobys Lane - to top of the stairs)

TIME

5.00 pm - 6.30pm

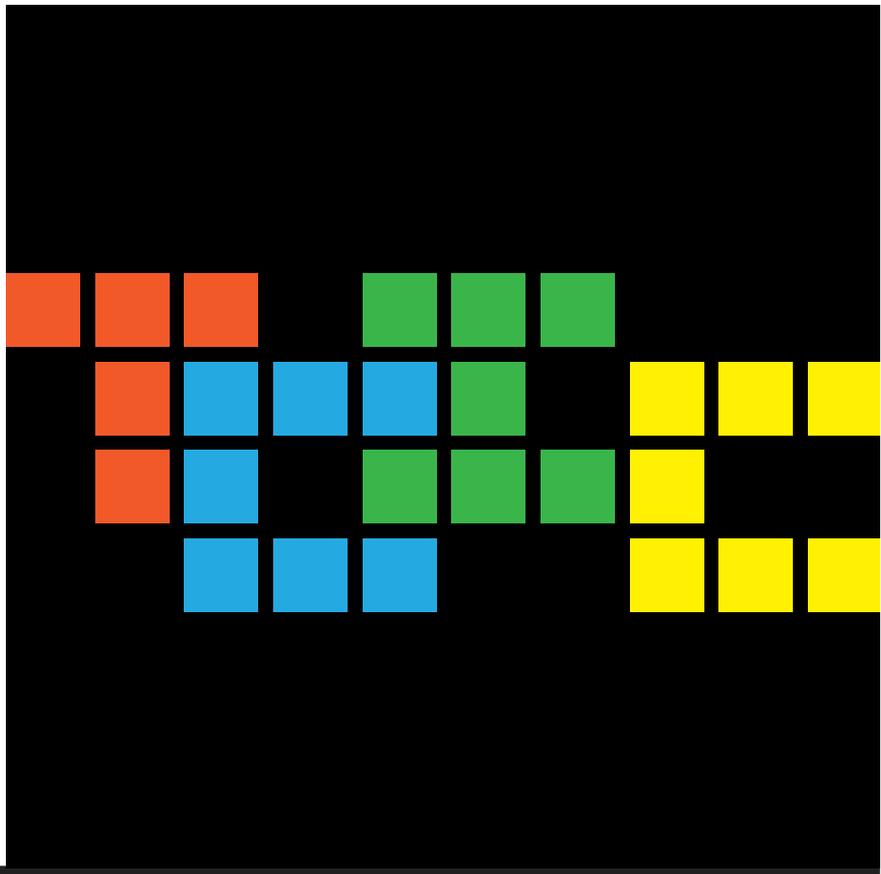
hub in the proposed national Creative / Digital Industry Innovation Partnership (as reported on 'The Mercury' front page 29/8/13). Of course, these achievements are tempered by the usual challenges in starting something new.

It is now time for the Tasmanian creative industries as a whole to officially hear about the work of the steering committee and decide what is to happen next.

Without pre-empting the meeting, there would seem to be two possible ways forward:

- 1. Formalise the steering committee into an ongoing TCIC committee**
- 2. Abandon the idea of having any form of industry body or representation**

Invitation



About the creative industries

The creative industries include the following sectors:

Performing arts and music

Visual arts

Writing, publishing & print media

Film, television and radio

Advertising, PR, DM and marketing

Design

(incl. graphic, fashion, product, industrial, interior, jewellery, timber)

Architecture

Digital media

Software development

The majority of Australians (even those within the industry) don't realise the size and strength of the creative industries – Australia-wide, the creative industries contribute \$31.1 billion towards national GDP and employ 315,200 people. That makes creative industries bigger than many other more visible and active industry groups such as agriculture, forestry and fishing, and utility supply and it employs more people than mining.

(Source: Creative Economy Report Card, Snapshot of Australian creative economy indicators, March 2011, ARC Centre of Excellence for Creative Industries and Innovation)

The opportunities of a united creative industries has been recognised by many established economies such as Great Britain and the Netherlands, where industry programs have seen creative industries contribution to the economy almost double. This potential is being recognised in developing economies such as China, which are looking how to move from an economy based on cheap labour to one of value add, while Iceland has largely rebuilt its shattered economy after the GFC on the back of the creative industries.

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