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Media Release

New report highlights value of creativity and innovation

Australian and New Zealand cultural Ministers today released the *Building a Creative Innovation Economy* report, which highlights the value of the creative sector in driving innovation and growth throughout the Australian and New Zealand economies.

At the Cultural Ministers Council meeting in Canberra, the Ministers endorsed the report which was prepared by the Cultural Ministers Council Creative Innovation Economy Roundtable.

The *Building a Creative Innovation Economy* report looks at the growing contribution of the creative sector to the innovation economy in both countries and identifies opportunities and key shared priorities for the creative sector in the digital environment.

The Ministers agreed that fostering the sustainability of creative industries is crucial if Australia and New Zealand are to capitalise on the culture, creative talent and expertise of both countries.

Creative industries provide great opportunities for artists to apply their intellectual property to a variety of digital platforms in fields such as music, the performing arts, film, television, radio, games, writing, publishing, architecture, design and the visual arts.

The Ministers undertook to pursue a range of practical measures in their jurisdictions to strengthen the prospects for the creative sector in the digital environment and to continue the further development and growth of the creative innovation economy, such as:

- improving infrastructure in the online, mobile and broadcast digital environments;
- technical and business skills development in arts organisations;
- increased production of creative and cultural content for application across a wider range of digital platforms;
- taking up opportunities to develop the commercial potential of cultural services and products; and
- brokering better partnerships in the creative sector.

Cultural Ministers Council Secretariat

C/- Department of the Environment, Water, Heritage and the Arts, GPO Box 787, Canberra ACT 2601
Telephone: +61 2 6271 1429 | Fax: +61 2 6271 1500 | Email: contact@cmc.gov.au | Web: www.cmc.gov.au

The report is the result of a year-long mapping exercise in Australia and New Zealand by the Cultural Ministers Council Creative Innovation Economy Roundtable, a working group of government officials from industry development, information and communication technology, broadband, film and cultural portfolios.

The *Building a Creative Innovation Economy* report will be circulated throughout the Australian and New Zealand creative sectors to help raise awareness of the many opportunities in the digital environment. It is also available for download from the Cultural Ministers Council website www.cmc.gov.au.

Cultural Ministers Council media contact: Tricia Fitzgerald
Email tricia.fitzgerald@environment.gov.au; 0407 243 993, (02) 6275 9590

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