

MEDIA RELEASE

Tuesday November 2, 2010



Forum for creative businesses

An annual forum on the creative industries brings together key thinkers and creative based businesses on Wednesday November 10 in Bathurst.

Special guests at this year's Creative Industries Forum will be Tony Shannon and David Sharpe from the Creative Industries Innovation Centre based at UTS in Sydney.

The free forum is hosted by peak regional arts organisation Arts OutWest.

"This forum is for all those running creative based businesses in graphic design, publishing, writing, architecture, photography, visual arts, television, radio, film, advertising, performing arts, music, games and interactive content, or a related industry," said Arts OutWest executive officer Tracey Callinan.

"We're especially keen to include those business owners who don't think of themselves as in the 'arts' but who work in a creative way and make creative products," Ms Callinan said.

The Creative Industries Innovation Centre (CIIC) is part of the Australian Government's Enterprise Connect program, hosted by the University of Technology, Sydney. It is a dedicated business resource and networking tool, created specifically for Australian creative companies and entrepreneurs. The CIIC also delivers a range of services designed to support creative businesses of all sizes in Australia.

"Tony Shannon and David Sharpe will explain what exactly is meant by this term 'the Creative Industries' as well as sharing examples from the work the CIIC is doing at the moment," Ms Callinan said.

The forum will also look at the Creative Industries and their economic contribution to the economy, current government priorities around supporting this sector and examples of creative industries development in the Central West.

There will also be contributions from Charles Sturt University's School of Communication and Creative Industries, from Ian Millis, the creative industries consultant to Lithgow City Council and from Arts OutWest.

Ten local creative-based businesses have also secured free one-hour consultations with CIIC after the forum. This is a huge coup for the region as this kind of consultation is usually reserved for major, multi-million dollar operations. Central West businesses lined up for the free advice include graphic designers, two textile designer companies, web designers, a film making company, a designer of decorative industrial metalwork and arts venues.

More about CIIC at www.creativeinnovation.net.au

Guest at last year's Creative Industries forum was Marcus Westbury, founder of Renew Newcastle.

What: Creative Industries Forum
When: Wednesday November 10, 9am-10.30am
Where: Bathurst Memorial Entertainment Centre
Cost: FREE
RSVP: Arts OutWest 6338 4657 or email artoutwest@csu.edu.au