

## NEWS

# Made in Mtns with pride

BY SHANE DESIATNIK

THE beauty, wonder and passion of the Blue Mountains and the unique products produced by the region's rapidly growing creative industries are being branded in big, bold capital letters for consumers across Australia and even the world to see - We Are MTNS MADE.

Blue Mountains Economic Enterprise (BMEE) launched the brand in style with a party in Katoomba on November 12 in the uber-cool confines of the Carrington Hotel's Parke Street garages, where a micro-brewery is due to open in coming months.

BMEE chief executive officer Jacqueline Brinkman said MTNS MADE is designed to position the Blue Mountains as a creative hub of excellence, attracting new clients, investors and creative talent to the region.

"The creative sector accounts for 8 per cent of locally available jobs - more than twice the national average - and is the third-greatest contributor to our gross regional product, with an estimated \$592 million in output," Ms



**ON THE WAY:** The soon-to-open micro-brewery in The Carrington's Parke Street garages in Katoomba. The MTNS MADE brand was launched here.

Brinkman said.

"The local industry told us they wanted a brand to represent them, they gave input into the brand's values and essence and a local creative team, headed by Stuart Bu-

chanan, was commissioned to develop it after a competitive tendering process."

The MTNS MADE campaign profiles 16 leading creative talents across several genres, including filmmaker



**LOCAL BRANDING:** Deputy mayor Chris Van der Kley, BMEE chief executive officer Jacqueline Brinkman and Leura filmmaker Matt Drummond at the launch.

Matt Drummond, contemporary artist Kevina-Jo Smith, Indigenous actor Damion Hunter and iconic fashion designer Jenny Kee.

A 20-page colour MTNS MADE publication showcas-

ing the depth and breadth of the Blue Mountains creative industries will be delivered to more than 500 advertising and creative agencies across Sydney, cafes and bookshops.

The campaign also includes a locally produced promotional video, carry bags and T-shirts, but its marketing centrepiece is the website [www.mtntsmade.com.au](http://www.mtntsmade.com.au).

BMEE creative industries cluster manager Kelly Blainey said all Blue Mountains creative professionals now have the opportunity to incorporate the MTNS MADE brand into their own work, once registration has occurred.

"The sky really is the limit," Ms Blainey said.

"We are thrilled there has been such buzz and take-up even before the official launch and tonight we can reveal that MTNS MADE has been accepted into next year's Vivid Ideas Festival."

The development of the MTNS MADE brand was funded by the state and federal governments, through the Blue Mountains Flexible Community Grant Program. BMEE receives funding support from Blue Mountains City Council.

To watch the brand's promotional video, visit [www.mtntsmade.com.au](http://www.mtntsmade.com.au).