

Media release

30 October 2015

Local students get creative with Judith Lucy

Renowned comedian Judith Lucy was the headline act at the inaugural Creative Industries Careers Expo in Springwood, designed to encourage local high school students to consider careers in the creative industries. The expo was developed and hosted by Blue Mountains Economic Enterprise (BMEE), and was attended by five local high schools.

“The creative industries is important to the Blue Mountains, representing 8% of locally available jobs, which is more than double the national average,” said BMEE CEO Jacqueline Brinkman. “The Creative Industries Careers Expo feeds into the work BMEE is doing to attract creative industries tertiary education providers to the Blue Mountains, together with the work of the Creative Industries Cluster to boost the number of locally available jobs in the creative industries.”

Students at the expo spoke with tertiary education providers about their creative course offerings, including Macquarie University, Western Sydney University, Tractor Design School and the Australian Institute of Music.

Students also got creative themselves trying everything from making business with local graphic designer Damon Baker, to designing on fashion templates with Leura-based designer Caitlin Shearer. Tohby Riddle guided students in illustration, while students got a bit messy learning how to design and screen print textiles with Blackheath designer Julie Paterson. Students also talked Tom Taylor of recent Culturescape fame about his career in film and projection art, while Brianna of the highly successful Mrs Peterson Pottery captivated students with her story of how she branded and marketed her small artisan business.

“We know the Blue Mountains is a creative hotspot, but the lack of local tertiary education options means that students often move to Sydney after graduating high school and many do not return. With the types of jobs available in the creative industries continually evolving, students may not even know what creative careers are possible. The Expo aimed to address both of these issues, and based on the feedback we have had from schools and exhibitors, it was a resounding success,” said Ms Brinkman.

Media contact:

Jacqueline Brinkman
Chief Executive Officer
0419 130 699
jacqueline@bmee.org.au