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Submission
Creative Industries Industry Action Plan

The Blue Mountains – Creative Industries Centre of Excellence

Blue Mountains Economic Enterprise (BMEE) supports the key priority areas outlined in the Draft NSW Creative Industries Industry Action Plan. We strongly encourage the Taskforce to engage with the Blue Mountains Creative Industries, which provide an ideal example of how a region can achieve competitiveness, through collaboration.

The creative industries is an ideal platform for regions to diversify the economy in areas where the economic base is comparatively narrow. Blue Mountains Economic Enterprise (BMEE) is engaging with all sectors of the industry to establish the Blue Mountains Creative Industries Cluster. The critical mass of representation has been achieved and BMEE is working closely with the industry to harness the vast and dynamic activity and encourage regional and industrial competitiveness.

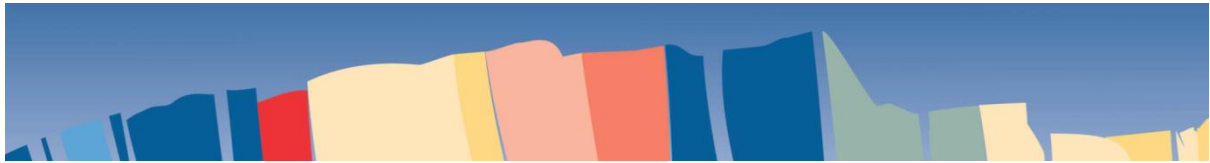
The Blue Mountains has long been recognised as a creative hub. Much of the success of the region as a premier tourism destination is linked to arts and cultural experiences. The Blue Mountains was named the inaugural 'City of the Arts' in 1998 and is the only city to boast this moniker within a world heritage area. A residence and retreat destination for many of Australia's pre-eminent artists across all disciplines and a renowned festival location, the Blue Mountains' reputation as an arts and cultural hub is well established.

The opening in 2012 of the Blue Mountains Cultural Centre in Katoomba further cements the region's competitiveness by providing a world-class exhibition program, the world-heritage interpretive centre and a focal point for creative industry development.

The Blue Mountains Creative Industries sector is in a critical phase of development and the various industry-led initiatives underway provide an ideal environment for the NSW Government to demonstrate its willingness to support innovative, collaborative industry development.

The Blue Mountains Creative Industries Cluster strategies include, but are not limited to:

- Developing a collaborative brand for the Blue Mountains Creative Industries and implementing a marketing and communication strategy to position the region as a Creative Industries Centre of Excellence.



- Establishing collaborative partnerships with Universities, Schools and Vocational Training Providers to deliver Creative Industries qualifications in the Blue Mountains; Australia's Creative Industries Centre of Excellence.
- Harness investment and business development opportunities to facilitate industry development and infrastructure which will increase the competitiveness of the Creative Industries sector in the Blue Mountains.

This initiative, operating with the support of Blue Mountains Economic Enterprise provides an ideal case study for creative industries working collaboratively to increase the global competitiveness of NSW.

The Blue Mountains is characterised as a region working proactively to diversify its economy, which is heavily reliant on tourism and constrained by topography and proximity to the World Heritage National Park. It is these two considerations, often representing a restriction for economic growth, which provide a key advantage to the Blue Mountains becoming recognised as the Creative Industries Centre of Excellence. The region offers unparalleled appeal to the creative industries workforce as a highly desirable and cost effective place to live, learn and work; all within close proximity to Sydney.

We urge the Taskforce to recognise and assist in harnessing regional competitive advantages. The Blue Mountains ideally illustrates the creative industries working collaboratively to create industrial competitive advantage. The cluster-type activities emerging create employment, business growth and add value to other key industries such as tourism.

By recognising the Blue Mountains as a Creative Industries Centre of Excellence through the Creative Industries Action Plan, the NSW Government has an opportunity to illustrate tangible support to industry development in action.

Yours faithfully,

Jacqueline Brinkman
Chief Executive Officer



Blue Mountains Economic Enterprise

Fact Sheet

Blue Mountains Economic Enterprise (BMEE) aims to create sustainable economic growth and increase the competitiveness of the Blue Mountains region.

Following detailed consultation with regional stakeholders, the industry-led Blue Mountains Economic Enterprise (BMEE) was formed in late 2012. The purpose of the BMEE is to support, advocate and promote the Blue Mountains' economy and facilitate sustainable growth, investment and job creation.

While the Organisation works in partnership with all levels of Government, BMEE operates as an independent entity.

BMEE Objectives

- Encouraging economic diversification
- Encouraging employment generation
- Influencing planning and policy
- Contributing to the development of a sustainable economy
- Conducting marketing and business development to promote the area as a business destination
- Facilitating the growth of existing businesses
- Attracting investment consistent with the local environment
- Stimulating economic activity
- Identifying and reducing the barriers to development
- Motivating local businesses to innovate
- Contributing to long term planning