

Media release

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MTNS MADE to put Blue Mountains on the map

Blue Mountains Economic Enterprise (BMEE) is delighted to launch MTNS MADE, the new cultural identity for the creative industries in the Blue Mountains. 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.

“MTNS MADE is an example of collaborative industry development, designed to boost jobs and growth in the critical creative industries sector. 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 Buchanan was commissioned to develop the brand after a competitive tendering process,” said BMEE CEO Jacqueline Brinkman.

“The Blue Mountains is a natural fit for the creative industries, with the sector accounting for 8% of locally available jobs, more than twice the national average. The creative industries is the third-greatest contributor to our gross regional product, with an estimated \$592 million in output,” said Ms Brinkman.

The MTNS MADE campaign profiles 16 leading creative talents in the region across a range of genres, including filmmaker Matt Drummond, contemporary artist Kevina-Jo Smith, Indigenous actor Damion Hunter and iconic fashion designer Jenny Kee. Each profile provides an insight into why the creative professional lives and works in the Blue Mountains, and highlights the importance of place for each of them.

A 20-page MTNS MADE broadsheet newspaper showcasing the brand and the depth and breadth of the Blue Mountains creative industries will be delivered to more than 500 advertising and creative agencies across Sydney, as well as being distributed in cafes, bookshops and other targeted outlets across Sydney’s Inner West and the Blue Mountains.

The MTNS MADE launch includes the release of a locally produced promotional video and a new website mtns.made.com.au which features a directory of MTNS MADE creative professionals.

“The website is the centrepiece of the campaign, with the broadsheet, video and social media strategy designed to push the audience to the site. The audience is agencies, buyers and investors seeking world-class creative talent. The message is that the Blue Mountains is a Creative Industries hot spot and I think this campaign articulates that beautifully,” said Ms Brinkman.

BMEE Creative Industries Cluster Manager Kelly Blainey said “MTNS MADE represents the way the Blue Mountains creative industries see themselves, their work and their creativity, which is greatly influenced by living in this beautiful part of the world. MTNS MADE is honest, authentic, strong and bold, and it is these collective attributes that will attract clients who commission creative work from the Blue Mountains.”

All Blue Mountains creative professionals now have the opportunity to incorporate the MTNS MADE branding into their own work in a number of ways. “Creatives may choose to incorporate the logo in their work, place the logo alongside their own, use a sticker or a swing tag, stamp it or print it. The sky really is the limit,” said Ms Blainey.

“The brand is already being used by a filmmaker to appear in the end credits, a milliner, jewellers and even the Katoomba Brewing Company to appear on the label of the bottle. We are thrilled there has been such buzz and take up even before the official launch!” said Ms Blainey.

Shortly after the launch of MTNS MADE, BMEE will host a local creative showcase, when buyers from Scenic World will be looking for new product ranges for their refurbished retail outlet. "This is a fantastic opportunity for local artisans to market their work to more than 850,000 visitors annually and BMEE hopes to work with other retailers to encourage them to showcase locally made products featuring the MTNS MADE brand," said Ms Blainey.

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

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