

Media release

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Collaborative marketing push leads to regional jobs, growth

MTNS MADE is the new cultural identity for the creative industries in the Blue Mountains and confirms the Blue Mountains as a connected, creative hot spot of world-class creative talent. It was commissioned by Blue Mountains Economic Enterprise (BMEE), the region's peak economic development agency in response to industry demand for a collective approach to marketing.

As a contributor of Vivid Sydney 2016, MTNS MADE will present a panel discussion that features the results of this unique, collaborative, industry-wide marketing campaign and offers inspiration and a best practice model for anyone looking to bolster their own regional economies and creative industries.

"The creative industries contributes more than half a billion dollars in annual output to the Blue Mountains regional economy, and 8% of locally available jobs are within this sector – more than double the national average," said BMEE CEO Jacqueline Brinkman.

"As we saw after the economic downturn following the 2013 bushfires, in a regional economy traditionally reliant upon tourism, such as the Blue Mountains, there is a need to foster a more diversified economic platform. The MTNS MADE campaign is part of our push to grow the local creative industries, and since its launch in 2015, MTNS MADE has brought new clients, investors and skilled arts workers to the Blue Mountains, leading to new jobs and growth in this very important sector," said Ms Brinkman.

"MTNS MADE has already raised the profile of the Blue Mountains creative industries within national and global markets, and has helped further connect Blue Mountains creative professionals with each other," said Ms Brinkman. "The MTNS MADE panel discussion will offer insight and practical information about how using a collaborative industry development approach can fire up innovation and lead to real economic outcomes."

Who should attend?

This event is for cultural policy makers, regional councils, place makers, economic development practitioners and destination and tourism marketers.

Event details

What: panel discussion: MTNS MADE: Building Sustainable Creative Hubs Through Collaboration

When: 2-4pm, Wednesday 8 June 2016

Where: Museum of Contemporary Art, Circular Quay, Sydney

Tickets: early bird tickets from \$13.20 [available here](#).

About Vivid Sydney

Vivid Sydney is a festival of light, music and ideas – the largest of its kind in the world.

From May 27 to June 18, 2016, the event will transform the Harbour City into a colourful creative canvas.

Now in its eighth year, Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency, and features large-scale light installations and projections (Vivid Light); music performances and collaborations (Vivid Music including Vivid LIVE at the Sydney Opera House); and creative ideas,

discussion and debate (Vivid Ideas); all celebrating Sydney as the creative hub of the Asia-Pacific region. For more information visit vividSydney.com.

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