

# MEDIA RELEASE

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## 'Clever & Creative' showcases Geelong's identity

### Creative Geelong Inc welcomes "Our Future" community vision

Local not for profit Creative Geelong Inc has welcomed the community's decision to embrace a 'Creative and Clever' vision as the key scenario from the City of Greater Geelong's Our Future project.

According to Creative Geelong Inc's President Jennifer Cromarty, the Clever and Creative scenario, chosen after extensive community consultation, heralds a new era where creativity is recognised as a key driver for social and economic outcomes in the region.

"As a community, there is still much more we can do to embrace and nurture the creative industries. The first step is to create awareness of the significance of the sector and understand that Geelong has a tremendous opportunity to carve out a unique identity as a region of makers and creators.

"Creative Geelong has partnered with the Geelong Region Local Learning and Employment Network (GRLLLEN) to develop an environmental scan of the region's creative industries. This data tells us that in 2015 there were 5,252 businesses in the G21 Region associated with creative industries and that the Creative Industries sector contributes \$1.6 Billion or 5.5% to the overall regional economic output," Ms Cromarty said.

The Creative Industries generally include activities associated with software and interactive content, film, TV and radio, publishing, architecture, visual arts and design, advertising, public relations and marketing services, and music and the performing arts.

"From the invention of the ute and the refrigerator, our innovative spirit has authenticity. We also have an incredible history as manufacturers - from textiles to cars and carbon fibre. Now we are more likely to be known as bespoke surfboard makers or app developers. Our creative and maker culture is embedded and we need to tell our story. We have, and always will be, makers and creators," Ms Cromarty said.

The recently released *Creative Industries in the G21 Region Environmental Scan - Regional Chapter* also highlights the overall regional employment contribution of 7,839 jobs, or 8% of employment.

"This is the next step in our true, collective future," Ms Cromarty said.

The Our Future Vision will be going out for public comment on Friday 14 July, prior to going decision by City Administrators at the 25 July Council meeting.

Creative Geelong Inc was founded in 2015 to highlight the opportunity for the creative industries sector to be recognised as a genuine economic cluster and gain support through local strategic planning, research and projects. To learn more about Creative Geelong visit [www.creativegeelong.com.au](http://www.creativegeelong.com.au)

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