

Growing jobs in the creative industries

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The Plan to build a modern economy,
to create jobs

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A majority Hodgman Liberal Government will invest \$250,000 to develop a Master Plan for the former Mercury building to be transformed into a Creative Industries Hub

Growing jobs in the creative industries

Creating jobs will be the number one priority of a majority Hodgman Liberal Government, which is why we have set a target of reducing Tasmania's unemployment rate to at least the national average, within our first term.

In 2011, 6,653 people were employed in a cultural occupation or industry in Tasmania.¹ A majority Hodgman Liberal Government will grow further jobs in the industry and recognise its value to the economy and our State.

The creative industries include a broad range of professionals and businesses, ranging from architects, graphic designers and copy writers, through to visual artists, digital and entertainment media, television and radio. Far from a minority group, this is an important and growing segment of the Tasmanian job and business market.

A majority Hodgman Liberal Government will:

- Provide \$250,000 to the not for profit Detached Cultural Organisation to prepare a Master Plan to develop the former Mercury Newspaper building as a Creative Industries Hub;
- Invest \$200,000 to develop and implement a strategic plan for jobs growth in the creative industries, and a Memorandum of Understanding (MOU) between the Tasmanian Creative Industry Council with Government; and
- Secure the current Arts Tasmania Grants budget, and as revenue improves, seek to grow the funding available through the revitalised investment scheme currently in development.

Master Plan to develop the former Mercury Newspaper building into a creative hub

The Detached Cultural Organisation is a not for profit, privately funded organisation, working to develop the former Mercury Newspaper building in Hobart into a Creative Industries Hub. The proposal is backed by Tasmanian philanthropists and long-time supporters of the arts in Tasmania.

A majority Hodgman Liberal Government will back this visionary project by contributing \$250,000 to develop a Master Plan for the building's future development, paving the way for significant further investment.

The Creative Industries Hub has enormous potential to stimulate the sector, generating jobs, investment and driving innovation and new ideas across the industry.

Backing the sector through a partnership with the Tasmanian Creative Industry Council

The creative industry sector has recently come together to establish a Council to represent this growing and important industry. The Council has been in existence for more than 12 months and has garnered support from across the sector.

A majority Hodgman Liberal Government will provide the Tasmanian Creative Industry Council with seed funding of \$50,000 to formalise its structure, resource initial operations and negotiate a MOU with government. As part of this process, we will work with the Council to help it to build its membership base and develop a plan for self-sufficiency.

Following the successful negotiation of the MOU, a majority Hodgman Liberal Government will **allocate up to \$150,000 to develop and implement a strategic plan** to grow jobs and investment in the creative industries.

Securing government investment in the arts

Labor and the Greens have slashed the Arts Tasmania budget, so much so that the budget for Arts Tasmania is at its lowest for seven years, and has never returned to its 2008-09 levels. These cuts have led to programs being scrapped and less funding for the organisations and individuals that are the heart of our arts sector.

Unlike Labor and the Greens, the Liberals will ensure that the funding available to organisations and individuals through a revised investment scheme will not be reduced. As government finances improve, we will prioritise this funding scheme in the context of our arts budget because we know that it is the artists, musicians, writers and organisations that innovate and create the vibrant arts sector we have here in Tasmania.

We support the review process that has been undertaken by Arts Tasmania of the grants process and we will closely examine the outcome of the consultation that is currently underway through the Tasmanian Arts Advisory Board. We will continue to actively engage with the sector to deliver a revised investment scheme that is reflective of the industry needs and ensures continued innovative and exciting arts activity in the state.

Costings:

\$450,000 over four years.

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A majority Hodgman Liberal Government will provide \$150,000 for the development and implementation of a strategic plan to grow jobs

¹ Economic Development Plan, Sector Summary - Cultural and creative industries, pg 1.