



OZeCulture |
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Australia

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New Zealand
TRADE & ENTERPRISE 

The Vision

New Zealand will activate its world-class excellence in creativity, design and innovation to radically reposition itself in global markets and value chains.

The Growth & Innovation Framework

- The Prime Minister, Helen Clark – Growth & Innovation Framework May 2002
- 3 priority sectors for New Zealand's economic development
 - Creative Industries
 - Biotechnology
 - Information Communications Technology (ICT)
- Creative Industries
 - Screen Production (niche development)
 - Better by Design Advisory Board (cross sector development)

Creative Taskforces Connecting with Industry

Screen Production Taskforce

- **Industry leaders**
- **On-shore capability**
- **New Zealand's Global Film Industry**
 - New Zealand Brand identity (Whale Rider)
 - New Zealand in a global industry (The Lord of the Rings)
 - New Zealand's broad based screen production industry



Creative Taskforces Connecting with Industry

Better by Design Advisory Board

New Zealand businesses made international leaders through design

- **Internationally recognised and globally connected design industry**
- **Design leadership as a creator of profit and export readiness across business and industry**
- **Focus on high value through innovation and creativity**
- **Strong connectedness with brand and lifestyle trends globally**

New Structures for Growth

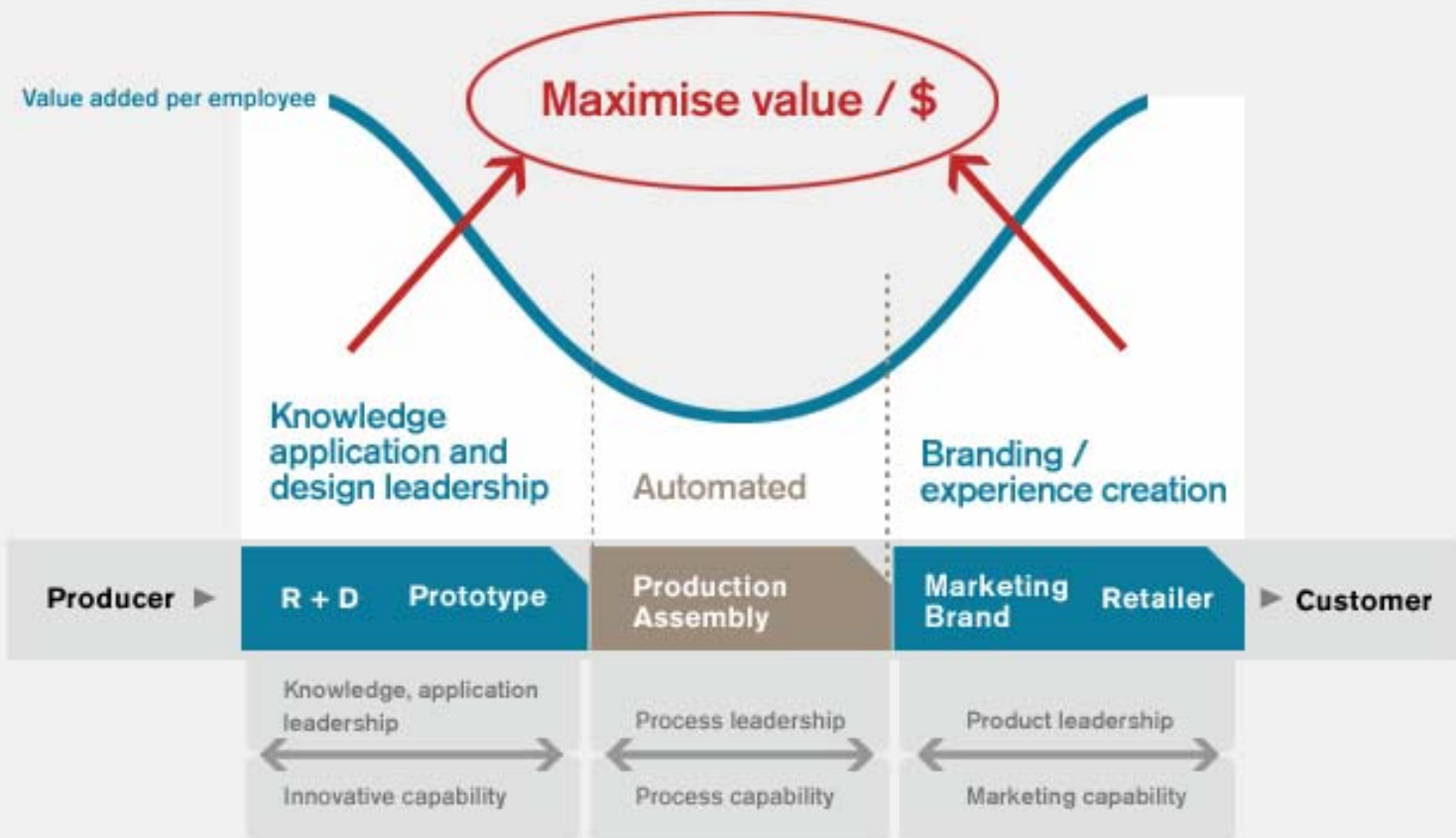
- **Screen Council**
- **Better by Design Advisory Board**
- **HiGrowth (ICT), NZ Biotechnology (Biotech)**
- **NZTE cross sectoral leadership approach**
 - Whole of government
 - Partnerships with industry bodies

The NZTE Creative Strategy

New Zealand's Points of difference

- **Creativity, design and innovation leadership**
- **Maximising the historic moment**
- **Global market focus – what the world wants**
- **Brand New Zealand – repositioning NZ in global markets**
- **Integration into global value chains**
- **Cross sectoral leadership and partnerships**
- **New Zealand – a creative community**

Strategic Focus for Creative Leadership



The Three Horizon Strategy

- **Horizon 1 – Niche development for NZ creative industries**
 - Screen production
 - Digital
 - Music
 - Fashion, apparel, textiles
 - Publishing
- **Horizon 2 – Cross sectoral partnerships**
 - Design leadership for business and industry
 - Food, fashion and design
 - Digital technology
 - Creative tourism
- **Horizon 3 – Creativity & innovation leadership**
 - Brand New Zealand
 - Global markets and value chains
 - A seachange in economic thinking



Creative Niche Development

- **Digital media**
 - Games forum,
Games conference
- **Publishing**
 - Whole of government
approach
- **Visual culture / brand
and lifestyle**

Creative Niche Development

- **Screen Production**
NZ in global film industry
- **Fashion**
Air New Zealand
Fashion Week
- **Textiles**
Textiles New Zealand
- **Music**
Music Export Development
Group



Cross Sectoral Partnerships

- **Design leadership**

- Inform initiatives
- Enable initiatives
- Design in manufacturing

- **Digital innovations**

- Creative and information communications technology

- **Creative tourism**



Creativity & Innovation Leadership

•Brand New Zealand

From mountains & sheep to:

- Authentic & experience based
- Creative edge
- Culturally distinctive

•Global markets & value chains

- High value
- Innovation
- Quality not price

•New economic thinking

- Transforming businesses
- Capability building for success
- Innovation
- Intellectual property
- Customer & global focus





Cultural & Economic Development

- **New Zealand approach**
 - a continuum
- **New Zealand partnerships**
 - NZTE/Investment NZ/Film NZ
 - Creative New Zealand
 - New Zealand Film Commission
 - New Zealand Music Industry Commission
 - Tourism New Zealand
 - Policy ministries

Initiatives 2004 – 2005

- Design leadership strategy
- Fashion & textiles into Europe
- Digital marketing of screen production
- Integrated screen production industry
- Experience based tourism