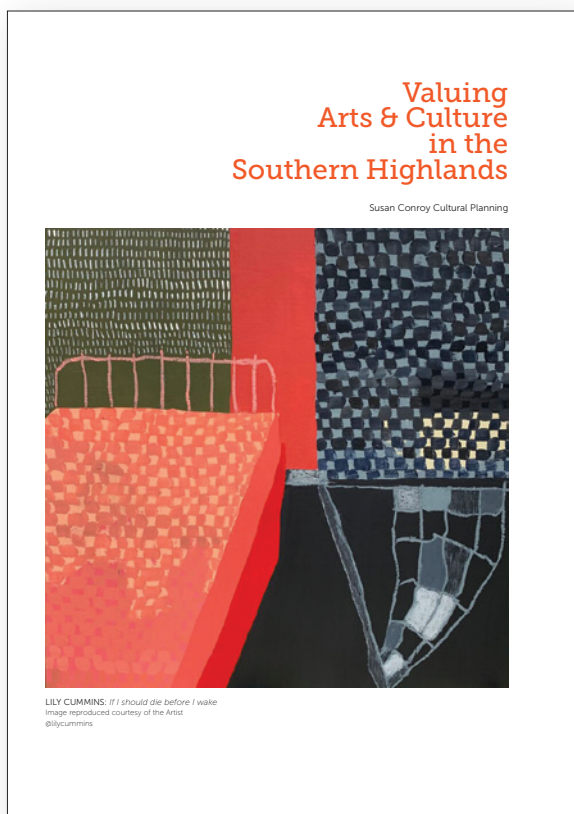


**'The Highlands is full of creatives...'**  
they say

**'Let's prove it...'**  
we said!



### **Why do art and culture matter?**

The reports were part-funded by Wingecarribee Shire Council's Community Assistance Scheme; supported by Council's Economic Development team, Southern Tablelands Arts, Southern Highlands Foundation, the SHAC, Business Southern Highlands and the CiCSH.



### **How deep and wide is the creative industry sector in the Southern Highlands?**

The Sector & Practitioner Research Report and a Creative Industries Directory was launched on 18 August 2022 at Mental Gallery Mittagong.

These two reports are available on Council's website: [www.wsc.nsw.gov.au/Business/Creative-Industries](http://www.wsc.nsw.gov.au/Business/Creative-Industries)

# Recommendations

## 1 INCREASE VISIBILITY OF THE CREATIVE SECTOR

- 1.1 **Foster connection and communication.**  
Ideally, this would be included in the work undertaken by Council's arts worker, and opportunities to work collaboratively with existing and related networks such as Southern Tablelands Arts (STA) and Business Southern Highlands (BSH) should be investigated. Eg, information on funding opportunities
- 1.2 **Promote, maintain and grow the Directory.**  
This will assist in generating work between and for local creatives, enabling contact between practitioners and clients, and attracting work to the region
- 1.3 **Develop professional forums and networks.**  
This will facilitate creative practitioners presenting skills, products and services to potential clients – 'speed dating' events and similar – in cooperation with business and commercial networks

## 2 PROVIDE OPPORTUNITIES FOR SKILLS AND TRAINING

- 2.1 **Organise information forums.**  
Access presenters with specialised information and skills, such as marketing and digital skills development. Involve specialised local practitioners.
- 2.2 **Identify and promote funded support programs.** Connect with local business advisors and skills and training services
- 2.3 **Encourage membership and engagement with professional peak bodies.** Build professional status and access agency resources.

## 3 ONGOING RESEARCH

- 3.1 **Creative Practice** – to understand specific aspects of creative practice in the area and to better understand needs and development challenges – through surveys and qualitative research. Pro bono research would be one avenue, through Business schools or local companies.
- 3.2 **Economic Research** on the financial and social impacts of creative practice and organisations is of key future importance to the long-term viability of creative enterprises in the area. A long-term goal would be to partner with large organisations and government bodies to undertake impact research.
- 3.3 **Audit of spaces and places.** Record available for creative use throughout the region – whether government or privately owned; including outdoor spaces, suitable sheds and industrial areas.
- 3.4 **Identify gaps in the market.** To support entrepreneurial creatives including identifying marketing and business support from sources outside the region

## 4 RESOURCE THE CREATIVE INDUSTRIES CLUSTER SOUTHERN HIGHLANDS (CICSH)

Developing Cultural Tourism in the Southern Highlands is the final (and huge) recommendation requiring action from the first report. This second report identifies a further four actions with 10 sub-actions. Realising the potential for growth in this sector will continue to be constrained unless coordination and research resources become available.

## Creative Industries Directory *As at August 2022*

**The Creative Industries Directory will be managed by The Fold:**

- » An average of 18,000 views each month of the business directory pages on The Fold website.
- » This makes up a significant proportion of visitation to the overall website with an average of 80,000 page views each month. Average time spent on a page is 2 minutes and multiple pages per visit are viewed
- » 55% of visitors to the website have landed on The Fold from a search on Google
  - The Fold has a big focus on Search Engine Optimisation resulting in strong, valuable organic web traffic
  - Having a listing on The Fold is another great way to be found online and a great option to add to your mix
  - We suggest that businesses list themselves on as many reputable directory websites as possible, however it's important to keep a record of them and ensure you keep them updated.
- » The Fold constantly updates and maintains the Directory, but it's ideal if businesses can visit the directory, claim their free listing and manage it. This means you can alter the category, update the keywords to ensure they are relevant to your business, and edit the 'about us' information if required.

**Specific steps for the businesses already on the Directory:**

- 1 Find your listing and select **'IS THIS YOUR BUSINESS? CLICK HERE TO MANAGE YOUR LISTING'**
- 2 Set up an account (name, address, email, phone)
- 3 Finalise your listing by editing any of the information that requires updating (change category, about us, keywords and contact information)
- 4 You can reach out to **support@thefoldmedia.com.au** or **1300 968 104** for help.



**Explore the Directory by scanning the QR Code, or using the URL**

**<https://bit.ly/3QZn3J7>**