

Research Directions

Office of Research Services

Helping Fairfield to Flourish



Dr Elaine Lally from the Centre for Cultural Research is undertaking research that will assist Fairfield City Council develop a Creative Industries Hub. Creative industries are among the fastest growing economic sectors in Australia and internationally. There is now widespread international recognition of the productive role of creativity and diversity as key drivers of innovation and economic development.

Paul Graham, Cultural Planner with Fairfield Council said: "The application of this research by Dr Lally and the Centre for Cultural Research is far reaching. Its direct application is about cultural and economic development in Fairfield City, but it will also be an important reference for creative industry development in greater western Sydney."

The research is expected to identify existing creative industry networks and highlight how further training and industry development might be accomplished. For example the conjunction of fashion design training available at South West Sydney Institute of TAFE and the large variety of fabric retail outlets at Cabramatta and elsewhere in Fairfield might indicate a potential niche for fashion industry development.

Cultural Development for Fairfield through Creative Industries has been funded through Fairfield City Council, GROW Employment Council, Premier's Department and NSW Ministry for the Arts and been set at \$36,000.

Contact Details

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Web Site

<http://www.uws.edu.au/ccr>

Stakeholders

Fairfield City Council
in conjunction with:

- * GROW Taskforce
- * NSW Ministry for the Arts
- * Communities Division of the NSW Department of Community Services (Cabramatta Project)