CreateAction 01 June 2016

www.CreateAction.com

**Who are CreateAction?**

CreateAction are a new organisation, set up by the creative industries themselves, to encourage more people, whether young or old, experienced or a creative newcomer, to consider a future within those industries. More of us than ever are making and uploading our own media content, using skills and creativity that could hold the key to our future careers. Talented writers, camera operators, directors, professional musicians and artists are needed to fill the many roles available in the creative sector. CreateAction know that some people might not consider a career in the media or the arts because they don’t know how to make money from what they do, or don’t know what opportunities are available, both locally and nationally. CreateAction are here to provide support and help for everyone seeking a creative future, to make the most of the talents, skills and knowledge which are out there.

CreateAction was set up in 2016, to support the Create UK initiative. The organisation wants to be the first port of call for people who love creating but who don’t know how to use these abilities to forge a career in the creative industries.

**Why CreateAction?**

The name was chosen to sum up what we want people to do. If someone has a talent, a skill or an enthusiasm, we want to support them to make the most of it.

**What is the project?**

CreateAction want to harness your creativity and your local knowledge, to help create a campaign to encourage people to believe they can have a future in the creative industries. Our overall campaign is ‘Participate. Innovate. Create.’ but you can choose your own slogan to grab people’s attention. We want to see your media products, bearing our name, but above all we want you to think beyond the obvious and take people by surprise with your media creativity - adverts are not the only way of getting our name and message out there!

**Results:**

By May 2017, we want more people to believe they can switch from amateur creativity and production to a professional career in the media and arts industries.

**How to proceed:**

You will need to research some of the specific ways in which people in your local region, area or community are, or can be, involved in the creative industries, including the opportunities for training, education and professional employment. As part of your research, you will need to use some of your findings to identify and justify your choice of target audience. You will then need to develop your own ideas for promoting our campaign through the local or national media.