# WRITTEN STATEMENT

# BY

# THE WELSH GOVERNMENT

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| **TITLE** | **Priorities for the Creative Industries Sector in Wales** |
| **DATE** | **29 January 2020** |
| **BY** | **Lord Elis-Thomas AM, Deputy Minister for Culture, Sport and Tourism** |

Today I will formally launch Creative Wales, to champion the creative industries in Wales.

Creative Wales will offer a streamlined, dynamic and innovative service to the creative industries sector, aligned to the needs of the industry.  It will look to capitalise on the benefits that the sector brings from two directions – economic and cultural.

My priorities for Creative Wales have been set out in a [priorities document](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.wales.com%2Fsites%2Fdefault%2Ffiles%2F2020-01%2FWG38981%2520Creative%2520Industries%2520Document%2520E.pdf&data=02%7C01%7CMelanie.Kinsey%40gov.wales%7Ce2f071b7b21c48ad1c9008d7a4b76268%7Ca2cc36c592804ae78887d06dab89216b%7C0%7C0%7C637158979842235751&sdata=dif06Wb3PStqbnQNSsCX6IT2z7LwAGTSh2fSUy7M5xw%3D&reserved=0). These include maintaining growth in the screen industry, enhancing and extending our support to other sub sectors such as music, digital and publishing and more flexible routes to funding.  There will also be an increased focus on nurturing key skills and talent development, promoting diversity and inclusion and raising standards in the industry.

Wales is a place of inspiration and ambition. I want to ensure creative talent can continue to flourish here and creative ideas can be turned into economic success.

In launching Creative Wales this week the government is fulfilling an important manifesto commitment made in 2016 and we are positioning Wales as the place for creative businesses to thrive.