



Handover stretches benefits of alliance

Program encourages creative industries

JUST like so many other things, the Noosa Creative Alliance has merged with the Sunshine Coast and changed its name to Sunshine Coast Regional Alliance.

But mayor Bob Abbot believes it has so many benefits it should be "taken to the world."

There were congratulations all round, when Mr Abbot, councillor Lew Brennan, alliance members and southern Sunshine Coast business people gathered at Noosa Regional Art Gallery on Friday for the official program handover.

The NCA formed as a partnership in October 2007, be-

tween MARK STOCKWELL S NOOSA Civic Business Park, Sunshine Coast Regional

Council and supported by the Department of Tourism, Regional Development and Industry

To kick-start the program, which encouraged creative industries, academic Richard Florida delivered a presentation to the Noosa community on A Creative Economy in November 2007, and launched the Creative Communities Leadership Program (CCLP).

Mayor Abbot recalled that there was plenty of press on the gay index, which was a component of the Florida report, measuring a communi-

ty tolerance to gay people.

"Thanks," Mr Abbot said.

"For giving me the best lines of my election."

No doubt he was referring to the radio debate, only days before the election, which saw mayoral candidate Joe Natoli attack Mr Abbot as being "pink". A huge community backlash resulted and branded Natoli as anti-gay.

"This was the turning point of the election," Mr Stockwell said.

Mr Stockwell said he was enormously pleased with the program's outcomes which were unashamedly commercial. Mr Brennan agreed with him.

"The contributions Stockwell has made of finance and

resources are well above what council could have given," he said.

He also discarded bad business news on the Noosa Civic shopping centre with his own statistics on technology based business.

"I know businesses there that have grown 300% based around technology," he said.

The NCA was praised as giving the economy an alternative to the traditional tourism, retail, hospitality and construction industries.

All people involved in NCA are volunteers, one of their projects was The Great Noosa Camp Out held at Doonan early this year.



MERGER: Lew Brennan, Mark Stockwell and Marcus Xavier.



CREATIVE TYPES: Leanne Porter and Werine Erasmus at the regional handover of the Noosa Creative Alliance at Noosa Regional Art Gallery.

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