

WIDENING THE GATE

What does the Creative & Cultural Industries workforce of the 21st Century look like?

“The key message from this report is that the government and the cultural and creative industries need to take a united and coherent approach that guarantees equal access for everyone to a rich cultural education and the opportunity to live a creative life. There are barriers and inequalities in Britain today that prevent this from being a universal human right. This is bad for business and bad for society.”

Vikki Heywood CBE, Chairman of the Warwick Commission on the Future of Cultural Value

Creative Alliance will host an afternoon symposium on Tuesday 3 July 2018 to explore how we can achieve greater diversity & inclusion in the entry level workforce.

An afternoon of perhaps awkward, but essential conversations, to explore what creative & cultural organisations can do to achieve greater representation & diversity in their workforce. It will aim to move the conversation on from describing what the issues are to what we might start to do about them. The conversation will be informed by:

Policy Perspective with *Charlotte Chung* (Deputy Head of Policy & Research, Creative Industries Federation) exploring how a more collective approach can be developed to achieve greater representation & diversity in the workforce?

Organisation Perspective with *Sufia Parkar* (Head of Talent, McCann) discussing how an organisation can more effectively develop a policy & strategy to achieve greater representation & diversity in their workforce?

Education Perspective with *Dr. Annette Naudin* (MA Media and Cultural Studies, Birmingham City University) and *Noel Dunne* (Director, Creative Alliance) asking how we can better prepare young people born in the 21st Century to work in the creative & cultural industries?

The event aims to benefit a range of attendees from across the East & West Midlands including:

HR managers from creative & cultural organisations

Learning & Participation managers from creative & cultural organisations

Policy & strategy professionals from local authorities, regional development agencies and national bodies

Senior managers from FE / HE arts / media faculties and careers services

The event will be held at the Midlands most popular arts venue – mac. Attendees will be able to enjoy an artist talk with exhibiting artist *Andrew Jackson* regarding his current exhibition *From A Small Island*, a new series of work exploring identity, migration, memory and family.

The event is invitation only. If you would like to enquire regarding attendance please contact Creative Alliance.

0121 753 0049 | info@creativealliance.org.uk



Promote WBL is delivered with the support of the Erasmus + programme of the European Union.

