

## **Asian Pacific Copyright Association**

2015 Conference : Copyright Law and Policy in the Asian Pacific

Proposed Panel

Paula Browning, Chair, WeCreate

(panel members will be drawn from NZ creative businesses representing a number of different creative industries)

## **Monetising Copyright for Economic Prosperity**

2015 has been a big year for discussion on trade and the need for New Zealand to diversify its economy from hefty reliance on primary products, especially dairy. The New Zealand creative industries can all demonstrate incredible examples of creative New Zealanders taking on the world. A legislative and regulatory regime that ensures New Zealand creative businesses have a framework that supports growth, along with the right mix of private and public investment, will enable the sector to develop into one that plays a significant role in helping to diversify New Zealand's economy.

Consumer (or user) views of copyright often miss key economic facts relating to creative products whose exports are: high value; "green" and weightless in digital formats; not subject to price-swings in the way that primary commodity prices are: and have huge growth potential

WeCreate – the alliance of the NZ creative industries - brings you a panel of industry experts to discuss what the industries have in common and how they differ when it comes to monetising copyright.