



A visit to Leskovac for the creative industries

On 4 November the Ambassador, HE Dr Helena Studdert, again participated in a launch of the Embassy sponsored handbook – '***Creative Australia: good lessons in creative society and economy***', this time at the Higher Business School, Leskovac (HBSL). The Business School and regional setting were ideal for a second launch because the handbook was primarily designed to help develop the creative industries at the rural level to help grow local economies and ensure a more sustainable future for regional towns and villages.

The Ambassador reiterated the important economic contribution the cultural sector makes to Australia's GDP per year and encouraged the use of Australia's experience to develop ideas for building the creative industries in Serbia. Other speakers at the event included Dr Zika Stojanovic (director of HBSL) and GKE representatives from the Economics Faculty of Belgrade, Dr Gojko Rikalovic and Dejan Molnar. The promotion was very well received by the sizable audience and the event attracted considerable media interest.

