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## Investment in Australian graphic design industry set to stimulate growth and innovation

A new federally-funded business strategy and mentoring program which will invest \$100,000 in the growth and development of the Australian graphic design industry was announced today.

The **Generate Design** program will support graphic designers who are seeking to create or innovate their own business, or those in start-ups or small to medium-size agencies with plans for growth and innovation.

An initiative of Creative Partnerships Australia in partnership with the Creative Industries Innovation Centre (CIIC) and the Australian Graphic Design Association (AGDA), the program targets individuals and agencies which are at a critical business transformation point. Via workshops and mentoring, the program will assist those planning to either improve or change their current business model in order to grow, change delivery systems and methodologies, or sell services and/or products into new markets, both locally and internationally.

Generate Design will reach up to 240 graphic designers around Australia through business module workshops, culminating in Creative Partnerships Australia granting a total of \$100,000 to the 10 most outstanding enterprise plans presented by participants.

**Creative Partnerships Australia CEO Fiona Menzies** said, "New research by the CIIC values Australia's creative industries at almost \$33 billion, and we are delighted to invest in the innovation and long-term development of the graphic design sector as an important part of the creative industries.

"Whilst research shows a positive outlook for Australia's graphic design industry, which adds to our nation's creative capital and generates \$4.3 billion in revenue a year, research also shows a number of pressure points which are impacting the industry's growth potential, including international competition, commodification and under-developed business skills.

"Our new program will invest in the industry's business skills and development in order to assist in addressing these pressure points, and to encourage industry growth and enterprise," Menzies said.

**Creative Industries Innovation Centre (CIIC) Director Lisa Colley** said, "In 2012, the CIIC successfully piloted Generate, a program for the music sector, which demonstrated the importance for creative enterprises to hone their business model and understand their market. We are pleased the program is continuing and we look forward to working with Creative Partnerships Australia and AGDA to support Australia's graphic design industry."

**Australian Graphic Design Association (AGDA) National Board Director Liz Grant** said, "AGDA is very proud to be part of this innovative venture with Creative Partnerships Australia and the CIIC. Through our detailed consultation with both organisations, AGDA has used its knowledge and experience in the industry to help shape this unique opportunity for dedicated designers to take the next step to create, expand or innovate their current business model."

Applications are now open to attend the business workshop component of the program in major capital cities throughout Australia, and participants will be chosen based on selection criteria.

For more information and to apply, visit the Creative Partnerships Australia [website](http://www.creativepartnershipsaustralia.org.au).

### MEDIA CONTACTS

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## NOTES TO EDITORS

### References

*Valuing Australia's Creative Industries* (2013) was commissioned by the Australian Government's Creative Industries Innovation Centre (CIIC) and undertaken by SGS Economics and Planning. The report is available on the [CIIC website](#).

The CIIC's *Australian Graphic Design Industry Forensic Report* can be [accessed here](#).

### Generate Design Program Partners

**Creative Partnerships Australia** fosters and facilitates business partnerships, social investment and philanthropy for the arts, cultural and creative sectors to support sustainable creative industries in Australia.

Creative Partnerships is supported by the Australian Government through the Cultural Development Program of the Ministry for the Arts, Attorney-General's Department.

<https://www.creativepartnershipsaustralia.org.au/>

The **Creative Industries Innovation Centre (CIIC)** supports the business of creative enterprise by providing business advisory services nationally. It is part of the Australian Government's Enterprise Connect program, and is supported by the University of Technology, Sydney.

[www.creativeinnovation.net.au](http://www.creativeinnovation.net.au)

The **Australian Graphic Design Association Limited** is the peak national organisation for professional graphic designers. It was founded in 1988 to facilitate the advancement of the graphic design profession in Australia.

<http://www.agda.com.au/>