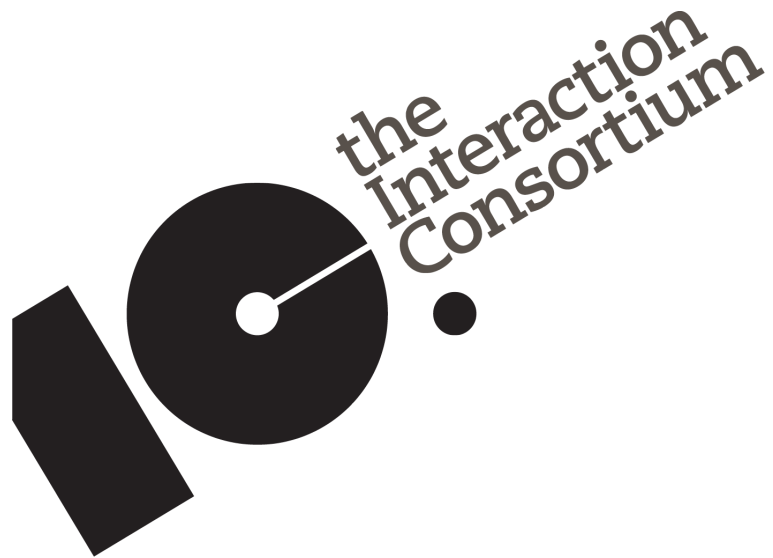


# the interaction consortium



*In 2011, the Creative Industries Innovation Centre (CIIC) worked with its industry partners to select 50 high potential creative enterprises from around the nation to participate in a series of business model workshops.*

Through the provision of its business advisory services to 435 creative enterprises in 13 sectors, the CIIC understood the common business challenges facing small to medium creative enterprises – namely, strategic planning and business development.

In order to assist these companies with developing a business strategy, the CIIC developed a national series of workshops with creative businesses from marketing, advertising, communications, design and public relations. The aim of the workshop was to train them in the use of the Business Model Canvas and methodology, as developed by Alexander Osterwalder and Professor Yves Pigneur, in their book, Business Model Generation.

## ***About the Business Model Canvas***

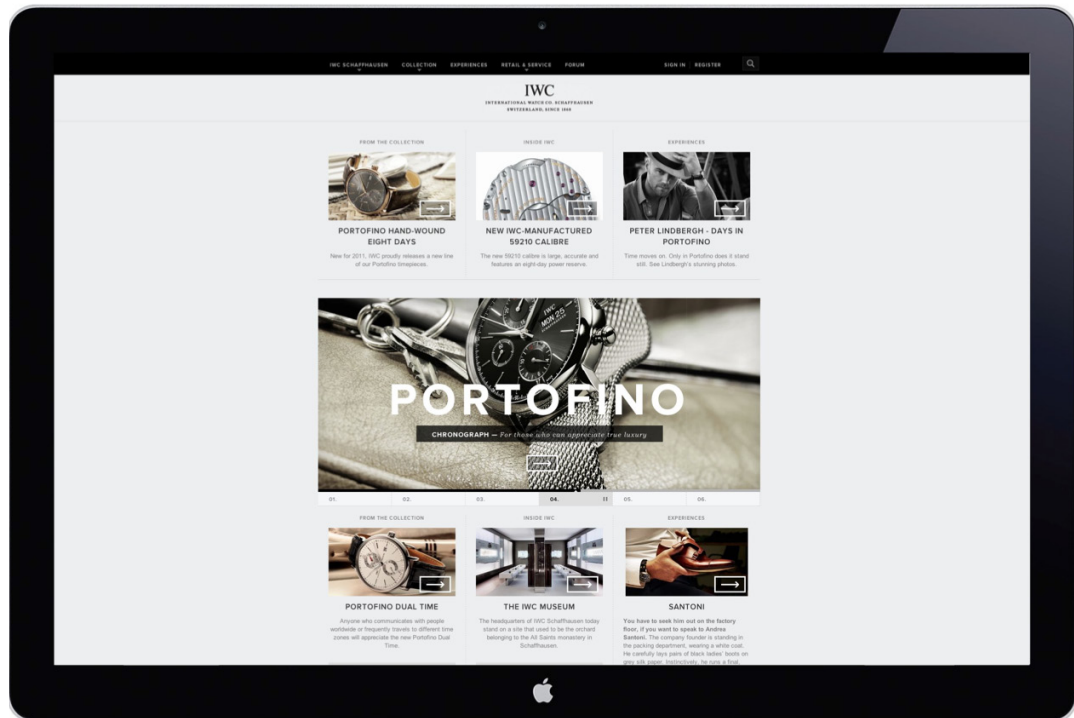
The Canvas is a one-page tool that will help a business owner to map and understand their business visually. Innovation, creativity and design thinking underpin its use. It is divided into the following key areas: Key Partners, Key Activities, Key Resources, Value Proposition, Customer Relationships, Customer Segments, Channels, Cost Structure and Revenue Streams.

Workshop participants were coached and supported as they worked through the Canvas, by CIIC Business Advisers and industry partner representatives, and were introduced to topics such as: understanding your customer; defining your value proposition; considering the lifecycle of your channels to market, and securing the right partnerships and alliances.

The workshop was creative, interactive and enabled participants to view their business model from a new perspective. It allowed them to better understand the building blocks required for business transformation.

*The Interaction Consortium, a Sydney-based interaction design and development agency, whose Alastair Weakley, and Iris Lockyer attended the Sydney workshop, shares the impact of the Canvas on their business in the case study below. The Interaction Consortium was selected to attend the workshop by CIIC industry partner, Australian Interactive Media Industry Association (AIMIA).*

## Case study



This page:  
The IWC Schaffhausen  
site ([www.iwc.com/en-us/](http://www.iwc.com/en-us/)), built by the  
Interaction  
Consortium, for digital  
agency Odopod.

### ***The Interaction Consortium: Seeking business opportunity through building a community of partners and customers.***

The Interaction Consortium was established “to help designers and strategists make real the vision in their minds”. They assist museums, archives, galleries and festivals to take their collections and events online, and create vital connections.

When Alastair Weakley, Director and Iris Lockyer, Communications Manager and Studio Coordinator, were invited to attend the workshop from AIMIA, they immediately thought the invite was serendipitous, as they were aware of the model and had been discussing reviewing their business.

Iris commented, “We had looked at the canvas, but wanted to get familiar with the process, and really map out the opportunities for our business”.

The workshop allowed them to go deeper into the process and understand how this could be used to assist them to identify new channels and opportunities. Alastair explained, “We work in the area of Open Source software with our product GLAMkit. It is key to our business and we look to capture innovative feedback from our partners and clients about improvements. We are always open to changes and the Canvas challenged our thinking about how to get this sort of feedback.”

The Interaction Consortium has a double-sided business model where their partners or collaborators are just as important as the ultimate customer. This highlights the

criticality of good relationships and the understanding of business needs.

“We use customer surveys to get feedback and we know through this we have good recognition in the industry”, Alastair commented, “however through using the Canvas and particularly the customer empathy profile, we were challenged to think further about what our customers think, feel and want by putting ourselves in their shoes.”

“We also look at partnerships differently now - we view these as a long term strategy that we need to maintain and grow. To date, these have typically grown organically,” Iris added

As part of the Canvas the businesses are asked to consider how they engage with their market through what is known as “channels”. Through this discussion the workshop discussed use of websites. “We have now directed resources to work on the website. Previously we have relied heavily on word of mouth, but the Canvas impressed on us how this can be better used to draw attention to our business and to also capture ideas and feedback on our GLAMkit,” Iris said.

“Thinking more about our target relationships - we are also working with past clients to get feedback and work together with them to develop new ideas. We want to have open discussions about their needs and wants and what they would like to see in relation to our services,” Iris continued.

The ongoing participation of external parties will therefore play a key role and this must be managed. “We have limited time and resources available, so we need to keep these parties motivated to participate. The focus is key and we need to ensure that we are still servicing our core market,” Alastair said.

## Case study

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The time spent at the workshop was valuable for Alastair and Iris as it provided, “an opportunity for us to get away from the office and plan. Having the two of us there also allowed us to have open discussions about the business and to then be energized to come back and generate interest in the office. The Canvas offers a framework that we can continue to use and share with our own organisation and community,” Alastair said.

### ***Do you want to access the Canvas?***

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The CIIC recommends creative enterprises of any size use the Business Model Canvas to understand and develop transformational business strategies. (These tools are free and covered by Creative Commons.)

- Access the Canvas tool and associated materials: [Businessmodelgeneration.com](http://Businessmodelgeneration.com)
- Read the author’s blog: [Businessmodelalchemist.com](http://Businessmodelalchemist.com)
- Purchase the Business Model Toolbox iPad App on iTunes

### ***Discuss your own business model with an expert CIIC Business Adviser***

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#### **CIIC Biztro**

Creative businesses of any size can register for the CIIC Biztro, a free 1hour business consultation with an experienced adviser, held every month, around Australia.

#### **Enterprise Connect Business Review**

Creative companies turning over more than \$1million per year can apply for a comprehensive, independent and confidential Enterprise Connect Business Review.

#### **Group applications**

Business Review services can also be provided to groups of smaller firms (\$500,000 minimum turnover), which have a common business interest.

### ***Be inspired by creative entrepreneurs***

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#### **Creativeinnovation.net.au**

Read inspiring stories about Australia’s creative enterprises, which have developed unique value propositions and differentiated business models.

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## ABOUT CIIC

The CIIC supports the business of creative enterprise. It is an Australian Government initiative, part of the Enterprise Connect program and is supported by the University of Technology, Sydney.

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## FIND OUT MORE

Register online for a CIIC Biztro session:  
[creativeinnovation.net.au](http://creativeinnovation.net.au)

Apply for a Business Review:  
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or call the Enterprise Connect Hotline on 131 791

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