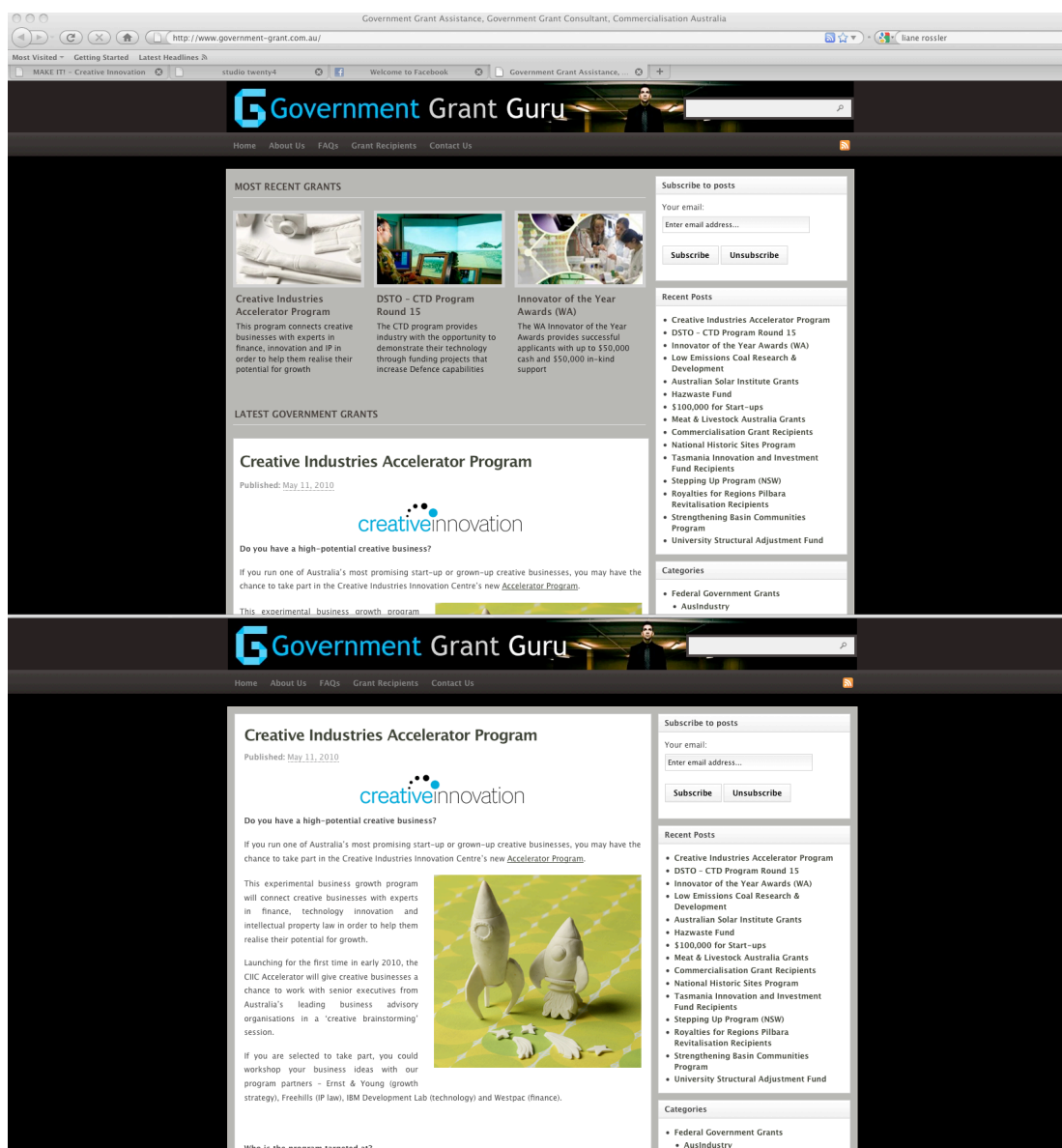


## MEDIA REPORT – CIIC MAY 2010

### GOVERNMENT GRANT GURU WEBSITE – ACCELERATOR PROMO



# THROWSHAPES.COM.AU WEBSITE: INTERVIEW WITH LISA COLLEY

**Every Sunday at the World Bar**  
DJs, monthly pub markets and  
semi-acoustic sets from Sydney's finest bands  
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...there are other things to do

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Monstrosity Gallery  
:: New Kid On the  
Art Block

Words They Make  
With Their Mouths ::  
Time Spencer &  
Jessica Tuckwell

Faxhibition :: James  
Jirat Patradoon

Penguin Plays Rough  
Gatecrash :: Justin  
Wolters

LTHRDS :: Let's Not  
Get Precious About  
Vowels

Flightpath :: How To

« Your Face :: Flashdance Wrong Prom @ Carriageworks

Your Face :: Ah Melody @ Mart Gallery »

## CREATIVE INNOVATION :: LISA COLLEY

+

culture

+

features

...11.05.10

The term "creative industries" makes me think of a large chain of factories in which there are endless conveyor belts laden with blubbery ideas. There are large, automated hammers, screw drivers, saws and compactors that work along the conveyor belts, slowly shaping and crafting each idea into a packaged, commoditized product which then gets exported to the market, where it is sold as a new way of thinking about the world.

Thankfully, **Lisa Colley**, the **Director of the Creative Industries Innovation Centre (CIIC)** has set me straight.

I talked to her about the creative industries in Australia, and in particular **Creativeinnovation**, a new website funded by the **Australian Government's Enterprise Connect** initiative and hosted by the **University of Technology, Sydney**.

**Creativeinnovation** has been designed as a one-stop-shop for people like you and me. People who have the ideas and have started the businesses, but could perhaps do with some direction, contacts, mentors, inspiration and advice on how to expand and grow creatively as well as financially.

It is a website dedicated to raising the profile of Australia's creative industries, and connecting creative professionals with people outside the creative industries. According to **Colley**, we need to ask, "What opportunities are there inside the manufacturing sector, or health, or other large sectors of the economy that do require creativity,

about

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**LTHRDS :: Let's Not Get Precious About Vowels**



**Flightpath :: How To Make a Festival**



**Nick Sun :: A Cheese Dream Inside A Narwhal**

#### YOUR FACE



**Secret Wars @ Name This Bar :: 01.04.10**



**Ghou, Seja and Outout @ The Sandringham :: 23.04.10**



**Penguin Plays Rough 15 @ 475 :: 19.04.10**



**Sound Series 2 @ Hardware Gallery :: 15.04.10**



**700 Photos @ The Dario Bar :: 15.04.10**



**Pluto Jonze @ The Civic :: 15.04.10**



**Mick Turner's Rail Song @ Cad Factory :: 15.04.10**



**Eddy Current Suppression Ring @ The Annandale :: 10.04.10**

#### WE LIKE...

2SER

ABC Pool

Art After Hours

Artshub

Ask Richard

Australian Film Festival

Big Fag Press



**Eddy Current Suppression Ring @ The Annandale :: 10.04.10**

#### WE LIKE...

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Big Fag Press

Broken Stone Records

CarriageWorks

Carriageworks

Creative Sydney

D/Lux/Media Arts

Duke Magazine

Even Books

Extra Cheese

FBI Radio

Finders Keepers

Fuzzbox

Greedy Hen

Hardware Gallery

Heaps Decent

High and Dry Festival

Kluster

Le Pista Resistance

Leftoverflavours Magazine

Lost At E Minor

Mils Gallery

Music Feeds

National Young Writers Festival

Oh Really

One Song A Day

Ordinary Magazine

Oxford Art Factory

It is a website dedicated to raising the profile of Australia's creative industries, and connecting creative professionals with people outside the creative industries. According to **Colley**, we need to ask, "What opportunities are there inside the manufacturing sector, or health, or other large sectors of the economy that do require creativity, innovation, new challenges in products and services? We are all connected so much more around the digital world, how do companies maximize their productivity and growth using new models of communication?"

That's where the creative industries can really add value to the Australian economy, but creative people don't always know how to engage with the market. Enter **Creativeinnovation**.

++

#### + Who will find Creativeinnovation most useful?

> I use the term 'creative professionals' because I think it can appeal to a sole operator working as a fine craftsman right through to the head of a major creative company or advertising agency. We have targeted individuals, micro businesses and small to medium businesses who really do need more information on how to run their business more effectively. And it is very much focused around the business and commercial end of what those companies are doing. That's our particular focus.

#### + What does the CIIC offer beyond the website?

> Well, the website is the way in which we are able to connect with people on a national basis. We don't have the resources to provide one-to-one business advice with the thousands of companies that are out there – but what we do have are business advisors – experienced business analysts who can review businesses and provide recommendations.

We have already done 55 business reviews, and there are another 100 in the pipeline. We are also running a program of events, both physical but also looking at how to capture them digitally and run them through the website so that everybody can access them.

#### + What are some of the challenges facing small to medium creative businesses in Australia?

> Some of the significant things are about market – finding and growing a market for what they have to offer. There are some really significant challenges for creative businesses accessing finance and investment in what they do, and some issues in scale.

More than 93% of companies in the creative industries have a turnover of under a million dollars, so you have a lot of companies who are clustered around the turnover of sort of \$200 000. That tends to be someone who has a really strong creative idea and drive, and they are running a really small business maybe only employing themselves to do that.

The big issue is: how do we actually scale up without losing our capacity for our creative direction and involvement with the creative process? So it's that real mixture of getting the business skills required to actually manage themselves as a business. People come into those roles motivated by their creative drive, finding they need to be much more savvy about the business aspect of it.

## Screen business:



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## Screen business:



#### + What do you think the state of funding and supporting infrastructure for creative innovation is in Australia and how could it be improved?

> I can only speak very positively about it right now. I think Australia has a very good track record in Government support for the arts and cultural sector. What I see with this initiative and what's so tremendous about it, is that the Government has recognised through the **CIIC** that the creative industries are part of the broader economy and as such should be supported as an industry on the same par as the other industries.

It's important that the Government really invests in that and perceives the real return in that investment by seeing the profile of the creative industries raised more effectively – companies being able to perform better on a national and international stage.

#### + Soon people will be able to showcase their work by joining the Creativeinnovation community. Tell me about how this will work?

> What we'd like to do is feel this website is theirs, and one of the ways to do that is really populate it with the people who are actually out there acting as creative professionals. We see this as a way of people connecting with each other to share ideas and maybe even working jointly on projects. That would be great. To showcase the diversity of the creative industries sector in Australia – and also to promote what they're doing.

++

**Creative Innovation offers feature articles, business support, hands on advice, news, events, education and training, research and technology.**

No Comments +

Posted by Roslyn Helper in Culture, Features

Tags: australian government, CIIC, creative innovation, creativeinnovation, enterprise connect, lisa colley, uts

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This entry was posted on Tuesday, May 11th, 2010 at 12:25 pm and is filed under **Culture, Features**. You can follow any responses to this entry through the **RSS 2.0 feed**. You can leave a response, or trackback from your own site.

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## FREE

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Jack Colwell & the Owls  
Desire The Horse**

**OAF Gallery Bar  
Thurs. 22 April 8pm**  
[www.oxfordartfactory.com](http://www.oxfordartfactory.com)



#### PLUGS

Got something to plug?

**ccMo:** YourSpace @ the Townie ~ every Wednesday night 10+ bands/solos/duos. FREe ENTRY. 7pm. jam from midnight

**YU:** check out 4A Centre for Contemporary Asian Art tonight for a 24 hour embrace performance by NZ based korean artist Young Sun Han, previously staged [...]

**V Energy Green Room:** We're now an official stage at Future Music Sydney! Get down to the big green tent & party to Disco Punx, Cassian, Little Bambalam & [...]

**amelia:** pretty sure jonno s isn't even spam... dj set went well, see you next month!

**Jonno S:** Now offering sex in exchange for Massive Attack tickets!

**amelia:** leftoverflavours magazine are launching tonight at oaf with heaps of bands! 25/2

**amelia:** imaginarium of dr parnassus is on at moonlight cinema tonight... that's wed 17th! it's not raining!

**Hidden Secrets:** Discover Melbourne's own local scene and compare? gift vouchers for Valentines day <http://fbt.ly/gKo90>

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**amelia:** MUM and MILF tonight @ World Bar: Sherlock's Daughter, Paper Moon, Jack Colwell & Owls, Megasushi, heaps more...

**amelia:** someone please notify dent may that i am actually eloping with jens lekman.

» Plug it here.