

Business Model Workshops for Creative Enterprises

Introduction

In June, July and August 2011, the Creative Industries Innovation Centre (CIIC) is delivering a series of intensive business model development workshops to a group of selected high-potential companies, across creative sectors, nationally.

The program utilises the Business Model Generation methodology as developed by lead authors Alexander Osterwalder and Professor Yves Pigneur (www.businessmodelgeneration.com).

Innovation, creativity and design thinking underpin the use of the Business Model Generation methodology and Canvas, and workshop participants will be able to consider new or different ideas for their businesses.

As a CIIC industry partner, we would like to offer your organisation the opportunity to nominate high-potential companies from your membership base, from around Australia. (Please note we will need a minimum of 7 companies with at least 1 per State). The workshop is free for all participants.

Workshop overview

The workshop offers companies the opportunity to develop and test their own Business Model and leave with practical tools and an enhanced understanding of their business strategy.

CIIC Business Advisers will also be attending workshops to support the participants (see attached CIIC Business Adviser flyer).

The workshops will be a mix of instruction, interactive discussions and small group activities. The following topics will be covered within the context of the Canvas:

- Understanding your customer,
- Defining your value proposition,
- Considering the life cycle of your channels to market and
- Securing the right partnerships and alliances.

Role of Industry partner representatives

The CIIC is inviting 4 representatives from each industry organisation to attend the workshops. To ensure national coverage please ensure they are from different States (with only one representative per State). We understand your industry organisation may not be able to provide a representative for every workshop.

These representatives will provide support to the companies as they work through the Business Model Generation 'Canvas' tool. Their main role will be to act as an objective observer and ask pertinent questions of the companies.

Each representative will be briefed on the workshop format and provided with an overview of the methodology and Canvas tool. Please note that they are not expected to be experts, are there for the experience and to go on a journey with the companies nominated by their organisations. Please note that very limited preparation is required.

(The Business Model Canvas Tool is attached – you can find out more at www.businessmodelgeneration.com).

Please nominate 4 names, job titles and contact information to bea.harrison@uts.edu.au / 02 8217 5004. We require these by **Friday 13 May**.

Facilitation

CIIC selected Deloitte Private as the delivery partner for the workshops. The workshop facilitator, Alan Scott, is a Deloitte Private partner who leads Deloitte initiatives on Business Model development and utilises the Business Model Generation framework.

Business Model Workshops for Creative Enterprises

Alan is passionate about working with private companies in the areas of strategic planning, business models, coaching and facilitation. He has over 20 years of experience in this field.

Workshop Dates

Brisbane	Thursday 30 th June and Friday 1 st July
Perth	Thursday 14 th July and Friday 15 th July
Melbourne	Thursday 28 th July and Friday 29 th July
Adelaide	Thursday 11 th August and Friday 12 th August
Sydney	Thursday 25 th August and Friday 26 th August

Please note that workshop details (including venues, times etc) will be provided closer to the time.

Target Companies

Each workshop will include between 6-8 participating companies.

The CIIC is looking for creative businesses that fulfill the following requirements. These businesses will:

- Operate in the 'creative industries'
- Employ a minimum of 3 people
- Possess the scale and resources to invest in the strategic re-direction of the business
- Turnover between \$350- 750,000 per annum
- Have been in business for 3 years or more
- Possess a willingness to make changes

Next steps

- Each industry organisation to nominate at least 7 companies from around Australia by Friday 13th May. CIIC will then send invitations to the nominated companies.
- Notify CIIC of the 4 representatives from your organisation who wish to attend the workshops by Friday 13th May. To ensure national coverage, please ensure they are from different States (with only one representative per State).

Contact

Bea Harrison
Events and Communications Officer

E: bea.harrison@uts.edu.au
W: 02 8217 5004

Address

Creative Industries Innovation Centre, University of Technology, Sydney
Building 6, Level 4, 702- 730 Harris St, Ultimo 2007