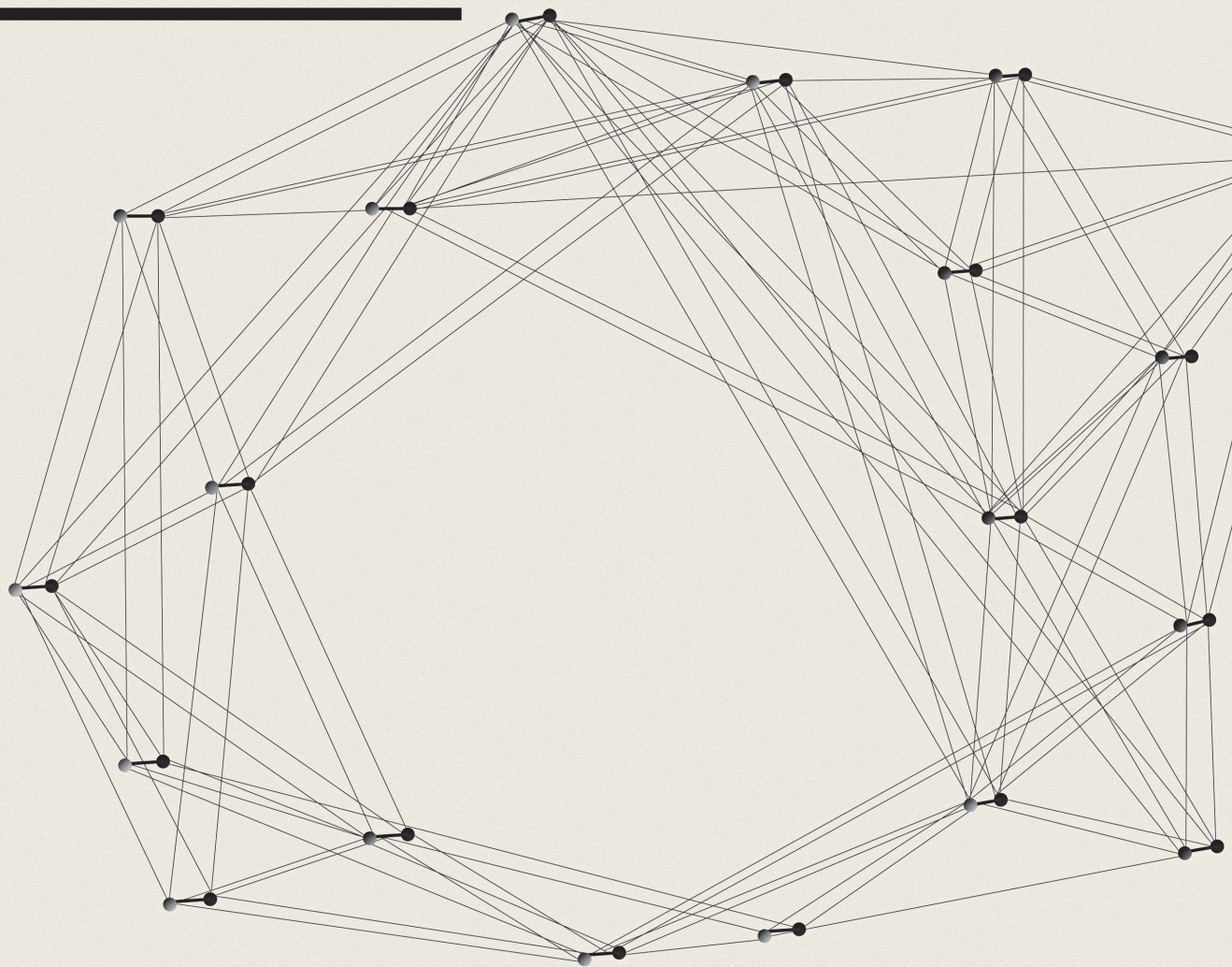


# The Digital Marketplace.

MARKETING AND  
MARKET DEVELOPMENT  
IN A CONNECTED WORLD

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# Introduction.

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The advances in technology and the digital marketplace mean that creative enterprises have an opportunity to take their business from a local to a global market. We are a small market here in Tasmania, with a high level of creative talent and capability, within the relatively small market of Australia. Now is the time to take advantage of the business opportunities enabled by the National Broadband Network (NBN).

One of these opportunities will be an increased demand for creative and digital skills, a result of other sectors recognising the innate need to deliver their products and services online. This demand could include generating screen content, a web presence, e-commerce, digital marketing strategies, mobile platforms and applications.

Digital distribution channels are also changing the way artists broadcast their work while simultaneously expanding the way audiences interact with and consume art. As a result there will be an increased demand for creative digital content that tells stories, presents new talent and engages an international audience.

# Overview.

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The aim of the pilot program is to:

- **Broaden the market for creative industries in Tasmania**
- **Explore how Tasmania's creative enterprises can add value across a broad range of industry sectors**
- **Improve participants understanding of digital business models and strategy**
- **Provide advice on how online marketing can be used to promote creative services to the other sectors harnessing the NBN infrastructure**



# Format.

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## PART 1: KEYNOTE PRESENTATIONS

During the first half of the day, participants will listen to the following inspirational digital business experts:

**Peter Tullin** is a UK cultural entrepreneur and co-founder of CultureLabel.com, an online shop for the arts. CultureLabel.com UK is a global marketplace which features unique products and affordable art from over 500 leading cultural organisations, artists and designers.

**Mark Cameron**, CEO of Melbourne's Working Three, a social media strategy and online marketing agency specializing in developing and implementing strategies that convert social media activity into sales.

**David Gurney** is the director of Hobart-based Blue Rocket Productions, a digital media studio that produces animation and interactive media for television, online and mobile.

## PART 2: WORKSHOP

This is your chance to apply this new knowledge to your own business model. An enterprise can deliver value to its clients in a number of ways however this workshop will focus on digital distribution channels and strategies.

Participants will be grouped according to business type (artistic enterprise or a commercial enterprise). This ensures the content of each workshop will be tailored according to the enterprise's needs and activities.

The workshop will utilise the Business Model Generation methodology and 'Canvas' tool, as developed by Alexander Osterwalder and Professor Yves Pigneur. The Canvas is a one-page tool that will help you to map and understand your business visually. The CIIC has a track record in using this tool with a range of creative enterprises, including the design & music sectors.

The following topics will be covered in the context of the Canvas tool:

- **Understanding your customer and what they need**
- **Defining your value proposition (what are you offering your customers and what is that getting done for them?)**
- **Strategic partnerships and revenue streams**
- **Markets and marketing strategies to reach them**

The workshop will be facilitated by David Schloeffel and Dr Wendy Were, business advisers from the Creative Industries Innovation Centre. The keynote presenters will also join the workshops as mentors, and will work with participants to develop their Canvas.



# Speakers and Mentors.

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## PETER TULLIN

CULTURELABEL.COM

UK cultural entrepreneur and co-founder of CultureLabel.com, a website selling affordable art and gifts from leading culture institutions. Partners include Tate, V&A and the British Museum and the site also features leading artists and designers including Damien Hirst and Tracey Emin. Peter is passionate about the crossover where culture meets consumer culture and is Co-author of the book *Intelligent Naivety* which explores how cultural organisations can be more entrepreneurial.

Peter puts this into practice at CultureLabel's Agency, working with both commercial brands and cultural organisations. He has recently helped Google with their Art Project, the Houses of Parliament on new entrepreneurial income generation projects and Tate by developing a new crowdsourcing platform for product development.

In his previous role as National Account Director at the development agency Arts & Business, Peter was responsible for developing a number of innovative sponsorships between FTSE 100 companies worth several million pounds to organisations such as the Royal Academy and London Philharmonic Orchestra.

He made the Top 50 in the Courvoisier Future 500 and is a Clore Fellow.

## MARK CAMERON

CEO, WORKING THREE

Mark Cameron is CEO of Working Three, a social media strategy and online marketing agency. Working Three [W3] specialises in developing and implementing strategies that convert social media activity into sales.

Mark began his marketing career in the early nineties giving him abundant experience and unique insights into online strategy. Born in New Zealand, Mark started his career working in top-tier advertising and branding agencies. He went on to work on digital projects for NZ Post, Opus International, Origin Airways and an award-winning project for Transit New Zealand.

Mark is the founding partner of Working Three and strives to keep the company focused on emerging technologies and industry trends. His regular blogging has seen him rise to becoming the social media strategy columnist for BRW in addition to writing for CEO online, Marketing Magazine and Anthill Online.

His company has a long list of clients including VicUrban, VicRoads, Telstra, CityLink, Flexirent, News Digital, Melbourne Airport, Medibank Private, Innovation Australia, Netball Australia, Volleyball Australia, John Wiley & Sons, and many SMEs.

Speaking regularly around Australia and the world on the future of social media and digital strategy, Mark stays focused on customers and outcomes, not the technology. He carefully guides his audience through the maze of online connectivity, leading to simple strategic conclusions.



# Workshop facilitators.

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## DAVID GURNEY

CO-FOUNDER,  
BLUE ROCKET PRODUCTIONS

David Gurney is the director of Hobart-based Blue Rocket Productions, a digital media studio that produces animation and interactive media for television, online and mobile. The studio's television programs have been broadcast in more than 120 countries and its mobile content is sold through over 40 carriers worldwide.

He co-founded Blue Rocket with business partner Alicia Rackett in 1999. He has created and produced award-winning animation for television and cross-platforms.

David has lectured and consulted to numerous broadcasting and film organisations around Australia. Blue Rocket Productions was honoured with the Screen Producers Association of Australia (SPAA) award for New Media Producer of the Year in 2011.

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## DAVID SCHLOEFFEL

VIC & TAS BUSINESS ADVISER  
CREATIVE INDUSTRIES  
INNOVATION CENTRE

David Schloeffel has 30 years experience in Creative Industries with senior management and creative roles in advertising, marketing, digital, PR, DM, radio, theatre, event and video production. He has worked as a writer, producer, director, creative director, account director, strategy director, theatre company manager, arts reviewer, consultant, General Manager of a division of an ASX listed communications company, and SME owner with his successful agency of ten years. He also lectures in Masters programs in the School of Business and School of Media and Communication at RMIT University.

## DR WENDY WERE

WA BUSINESS ADVISER  
CREATIVE INDUSTRIES  
INNOVATION CENTRE

Dr Wendy Were is one of Australia's leading arts event managers and curators. She has held various positions in arts management, most recently Artistic Director and Chief Executive of Sydney Writers' Festival. An academic, arts practitioner and business manager, Wendy offers an eclectic combination of a strong creative knowledge base across many forms; wide experience in strategic business planning; business development and marketing skills; and research and teaching experience at both secondary and tertiary levels.



# Program details.

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## TITLE

The Digital Marketplace

## FACILITATORS

David Schloeffel and

Dr Wendy Were

## DATE

THURSDAY 26TH APRIL 2012

## TIME

9.45am for 10am start - 4.30pm

## VENUE/ ADDRESS

Hobart Function & Conference Centre

1 Elizabeth Street Pier

## TARGET AUDIENCE

This is a full day program suitable for creative enterprises\*, with an existing web presence who are looking to advance their understanding of their business model, markets and digital marketing strategies.

\*Music and performing arts; film, television and radio; advertising and marketing; software development and interactive content; writing, publishing and print media; architecture, design and visual arts

## RSVP/CONTACT

Bea Harrison

Programs and Partnerships Producer

Creative Industries Innovation Centre

bea.harrison@uts.edu.au

02 8217 5004

Please RSVP by Thursday 19th of April and include your name, contact details, company name and creative sector as part of your registration. Registration limited to 2 people per enterprise.

Places are limited.

# About us.

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*The Digital Marketplace* is one of four CIIC pilot programs, which aim to identify new business models, opportunities, networks and markets.

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

To access online business resources for creative enterprises, read inspiring feature articles about successful creative entrepreneurs and to keep up-to-date with the CIIC's news and events, please visit: [Creativeinnovation.net.au](http://Creativeinnovation.net.au).

## CONNECT WITH US:

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

[enterpriseconnect.gov.au](http://enterpriseconnect.gov.au)

[facebook.com/creativeinnovation](https://facebook.com/creativeinnovation)

[twitter.com/c\\_innovation](https://twitter.com/c_innovation)

Peter Tullin is a guest of the Australia Business Arts Foundation (AbaF) and AbaF's CultureLabel tour. AbaF is a founding partner of CIIC.

Australia  
Business Arts  
Foundation

