

Creative Industries Innovation Centre

John Howkins – Creative Innovation Series

Event Overview Pack

Event series overview:

The Australian Government Enterprise Connect and the Creative Industries Innovation Centre (CIIC) have co-funded an international speaker and creative industry expert, John Howkins, to visit Australia from the United Kingdom during November and early December 2009.

The CIIC, in partnership with a range of industry bodies, government agencies and universities, has engaged John Howkins to deliver a national event series for creative businesses, providing leading global thinking on boosting creative and innovation economies.

The *series* aims to:

- Share knowledge and learning from overseas on creative and innovation economies, including insights into:
 - New business models, trends, opportunities and challenges facing creative businesses today
 - How to best respond to the changing digital landscape
- Contribute to the CIIC objective to build new knowledge and practice partnerships (nationally and internationally)
- Promote the value of creative industries to the broader economy

Event topics:

1. *'Creative Ecologies and New Business Models'* - John will discuss how factors, such as international competition, the shift from manufacturing to services and digital media have changed the way in which management organise resources and manage workflow. He will also discuss the three principles of creative ecologies, the difference between creativity and innovation and how people develop in a creative business workplace setting.

2. *'Boosting Creative and Innovation Economies'* - John will outline how creativity and innovation have played a major role in economic growth in recent years, generating changes in production and consumer demand. This session takes a comprehensive look at the creative economy, especially in the midst of the current financial crisis. He will identify how creativity and innovation have played a part in the crisis, and identify some key forces for future change, including implications for education, employment, company law, trade and intellectual property. John will conclude this talk by offering thoughts on policy settings that encourages a creative economy.

3. *'Screen Business – Global Trends, Innovation and Opportunities'*

John will discuss how the conventional industries of film and broadcast

television are being changed radically by the growth of online digital media. This session looks at the challenges facing film and TV and the factors that are driving consumer demand.

Event dates:

Note to media:

If you are interested in attending please contact

gemma.mccarthy@uts.edu.au or call 02 9514 2788/0431 209 739.

November 23 - Sydney

3.00pm-5.00pm

Australian Film, Television and Radio School

'Screen business – global trends, innovation and opportunities'

Guest speakers:

Peter Giles

Director, Digital Media Division, Australian Film, Television and Radio School

November 26 - Canberra

4.30pm start for 5pm-7pm

University of Canberra

'Creative ecologies and new business models'

Guest speakers:

- Professor John H Howard, Pro Vice Chancellor (Development), University of Canberra
- Michael Tear, CEO of Bearcage Productions & CIIC Advisory Board Member

November 30 - Adelaide

10.00am-12 noon

University of South Australia – Hawke Centre

'Creative ecologies and new business models'

Guest speaker:

Shane Yeend, CEO of Imagination Entertainment & CIIC Advisory Board Member

December 1 - Melbourne

5.30pm for 6.00pm start

Australian Centre for the Moving Image (ACMI)

'Screen Business – Global Trends, Innovation and Opportunities'

Guest speakers (conversants):

- Annette Blonksi, Board Member on the Australian Centre for the Moving Image, author and freelance script editor
- Lisa Colley, Centre Director, Creative Industries Innovation Centre

John Howkins Biography



John Howkins first published his ideas on creativity and innovation in 'The Creative Economy' in 2001. His most recent book, 'Creative Ecologies: Where Thinking is a Proper Job' was published in Spring 2009.

He is Chairman of BOP Consulting and has advised global corporations, international organisations, governments, and individuals. He has worked in over 30 countries including Australia, Canada, China, France, Greece, India, Italy, Japan, Poland, Singapore, UK and USA.

One of his major interests is the use of intellectual property laws to support the creative economy. He is the Director of the Adelphi Charter on Creativity, Innovation and Intellectual Property. He devised the London Intellectual Property Advisory Service now called Own It.

His business career has been spent in TV, film, digital media and publishing. He is a Director of HandMade plc, a films and rights owner listed on London's AIM market, and Hotbed Media Ltd. He was associated with HBO and Time Warner from 1982 to 1996 with responsibilities for TV and broadcast businesses in Europe.

He is Deputy Chairman of the British Screen Advisory Council (BSAC). He is a Member of the United Nations UNDP Advisory Committee on the Creative Economy. He is a former Chairman of the London Film School and is a former Executive Director of the International Institute of Communications (IIC).

He is Visiting Professor, Lincoln University, and City University, London England, and Vice Dean and Visiting Professor, the Shanghai School of Creativity, China. His books include: 'Understanding Television', 'Communications in China', 'New Technologies, New Policies', 'Four Global Scenarios for Information 'CODE' and 'The Creative Economy'.

He has a BA in International Relations (Keele University) and an AA (Dip) in Urban Design (Architectural Association).

About the Creative Industries Innovation Centre Transforming Australia's Creative Economy

About us

The CIIC, launched in early 2009, is hosted by the University of Technology, Sydney, and brings together a consortium of leading corporate, industry and university partners across Australia, who are committed to working together to ensure a thriving creative economy.

The CIIC is part of the Australian Government's Enterprise Connect initiative and aims to support the productivity and competitiveness of Australian creative industries and to increase their contribution to the national innovation economy.

What are the creative industries?

The creative industries include film, broadcast, television and radio; advertising; writing; publishing and print media; interactive software, digital content, applications and services; architecture; design and fashion; live and recorded music; performing arts; and visual arts and crafts.

Our services

The CIIC offers a range of programs, products and services to benefit different sizes and types of creative companies in Australia – from start-ups to grown-ups.

1. Expert business advice, support and development funding
2. Business information and intelligence to assist growing companies
3. Financial and commercial expertise
4. Technology and research infrastructure and opportunities
5. Industry events, workshops and networks

Working with creative companies

The CIIC offers a national network of business advisers to help creative company's better understand their strengths and weaknesses and develop strategies for growth, through Business Review and Tailored Advisory Service services. For more information call the Enterprise Connect hotline on 131 791 or visit www.enterpriseconnect.gov.au.

Creative Innovation

While the CIIC is focused on working with creative companies to realise their full business potential, we are also focused on fostering 'creative innovation'. At its simplest, this is about promoting the application of creative thinking, technologies and processes and highlighting the contribution of creative companies and individuals to the wider innovation economy.

Lisa Colley, Centre Director



As Director of the Creative Industries Innovation Centre, Lisa Colley offers an understanding of the challenges facing small to medium creative businesses, and significant experience within the arts and cultural sectors.

Ms Colley has three decades of experience across strategic planning, policy and business development, management and events, which she gained at organisations such as the University of Technology, Sydney and the Australia Council for the Arts.

She made her mark in several high-level positions at the Australia Council for the Arts from 1991-2005, including her role as Executive Director Policy, Communication, Research and Manager of the New Media Arts Board, where she established a unique new media arts program.

During the course of her career, Ms Colley has contributed actively to the key policy debates and submissions across a diverse range of issues affecting artists and arts organisations, giving her an insider's perspective on creative business issues.

She holds a Master of Management (Community Management) from the University of Technology, Sydney.