

# Media & Social Media Coverage

## Creativeinnovation.net.au / Creative Industries Innovation Centre

### 1 April – 30 June 2011

Newcastle Creative Business Consultations: The Biztro - Renew Newcastle

http://renewnewcastle.org/news/post/newcastle-creative-business-consultations-the-biztro/

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## Renew Newcastle

News About Projects Get Involved FAQs Our Partners Media Contact

### News

#### Newcastle Creative Business Consultations: The Biztro [28.03.2011]

In partnership with Renew Newcastle the **Creative Industries Innovation Centre (CIIC)** will be providing free individual business consultations for Newcastle's creative businesses on **Thursday 5th May 2011**.



The CIIC is an initiative of the Australian Government's Enterprise Connect program, which is supported by the University of Technology, Sydney, and is delivered nationally to assist small and medium creative enterprises.

This service offers smaller companies and solo practitioners in any creative industry the opportunity to benefit from the knowledge and experience of NSW & ACT Business Adviser David Sharpe.

Business owners and sole traders may choose to discuss issues such as: strategic planning, finances, human resources, marketing and intellectual property among others.

This service is being offered to creative businesses in Newcastle on **Thursday 5th May 2011**.

Those who are unable to secure a session on 5th May can register for a CIIC Biztro session, a one on one business consultation, run on the last Friday of every month during 2011 in each capital city. [Click here](#) to find out more.

**Get Involved**


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#### FROST & ROXBURGH STUDIOS



#### THE ROOST CREATIVE



#### MAKE SPACE



Newcastle City Council - Grants News

http://www.newcastle.nsw.gov.au/services/community\_funding/grants\_news

Apple Yahoo! Google Maps YouTube Wikipedia News (507) Popular

In 2010 Keep Australia Beautiful, with funding from the Coca-Cola Foundation, was able to assist 26 communities across Australia with local away from home recycling projects for beverage containers.

Results are still being collated but by March 2011 a total of \$130,016.03 in grants have been expended which resulted in 215,440.08 kilos of recycled material at an average cost of 60c per kilogram.

Details of how to apply for a 2011 grant can be found at:

[www.kab.org.au/what-we-do/beverage-container-recycling-grants/](http://www.kab.org.au/what-we-do/beverage-container-recycling-grants/)

### Renew Newcastle

Renew Newcastle has teamed up with **Creative Industries Innovation Centre** to offer FREE Creative Business Consultations in Newcastle on Thursday 5 May. Open to any Newcastle based small to medium business or solo practitioner seeking advice for their creative enterprise. **Find out more**

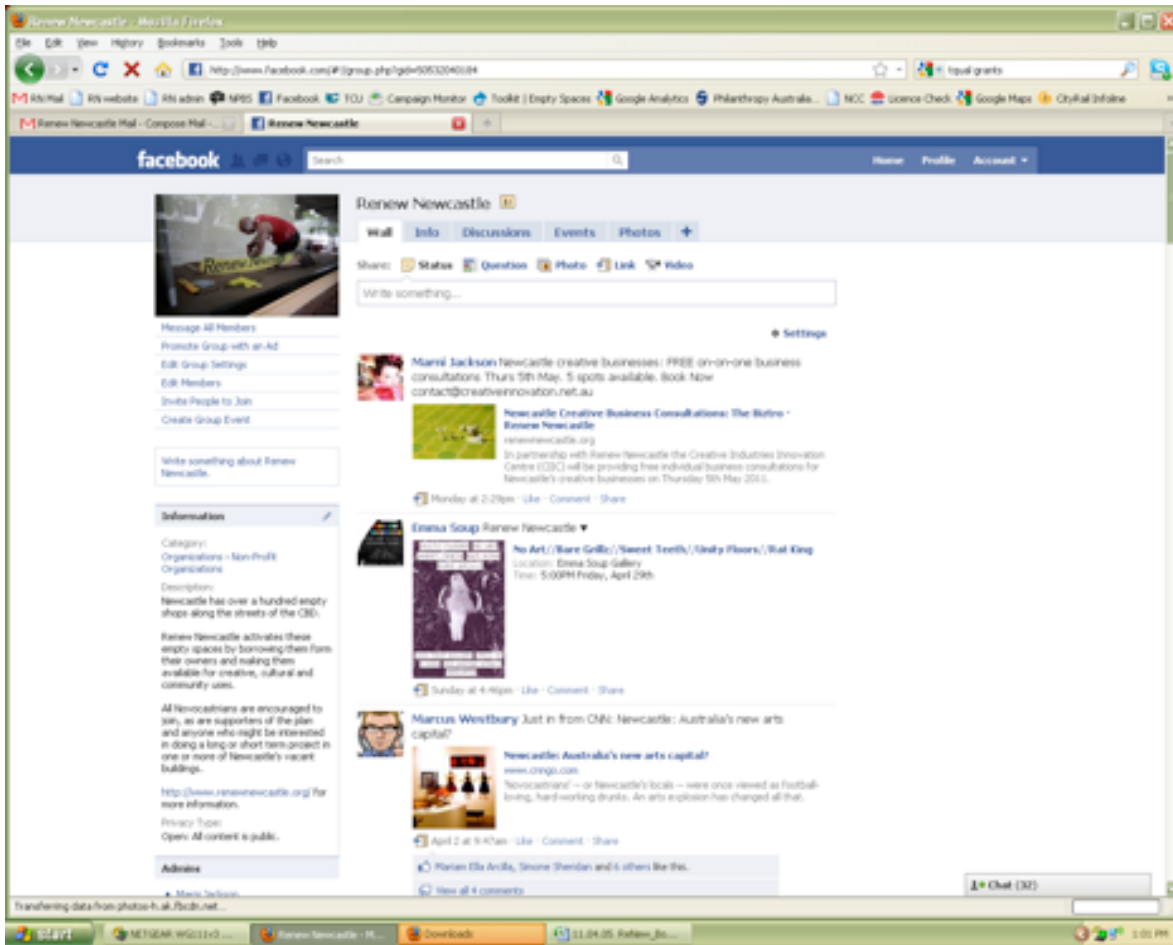
#### Seeking Renew projects

A reminder that Renew Newcastle is currently inviting Expressions of Interest for arts and creative projects to take place in shop fronts and commercial spaces in the Newcastle city centre. **Submit your Expression of Interest** online by this coming Thursday 31 March 2011.

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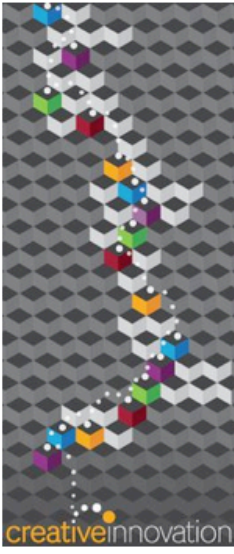
The screenshot displays the TweetDeck application interface. It features several columns of tweets. The first column is labeled 'All Friends' and shows tweets from users like 'madet' and 'stonebomd'. The second column is 'Mentions' and includes tweets from '@c\_innovation' and 'Nigel\_Russell'. The third column is a search for 'creative innovation' with tweets from 'anggaadot' and 'risamp'. The fourth column is a search for 'creative3' with tweets from 'clorum' and 'hannahsuarez'. The fifth column is a 'User Profile' for 'Creative Innovation' (@c\_innovation), showing 149 followers and 154 following. The tweets in the search columns discuss topics like 'creative destruction', 'innovation', and 'creative3' pitching sessions.

# Media & Social Media Coverage

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### 1 April – 30 June 2011

facebook
Home Profile Find Friends Account



Wall

- Hidden Posts
- Info
- Welcome
- Photos
- Video
- Notes
- Discussions
- Edit



About Edit

Creativeinnovation.net.au is dedicated to growing and showcasing the potent... More

662

people like this

Likes See All

-  Object : Australian Centre for Craft and
-  Universal Favourite

## Creative Innovation


Website [Edit Info](#)

Write something...

[Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

**Creative Innovation**

How do you harness the trends of social media and the internet to transform people's lives and create new businesses? Soraya Darabi — one of America's most exciting and influential social media commentators will present a series of talks with Portable in Sydney and Melbourne in April... see you there!



**Portable Presents Soraya Darabi**

portable.tv

Based in the New York, Soraya Darabi is a thought-leader in her field. She is the co-founder of Foodspotting.com — one of the hottest start-ups on the internet — and started her career by helping to revolutionise the New York Times online.

722 Impressions · 0.14% Feedback


Monday at 1:43pm · Like · Comment · Share

George Dee likes this.

Write a comment...

**Creative Innovation**

Event:: Australian filmmaker Paul Cox in conversation with Lynden Barber, film critic, journalist and Artistic Director of the Sydney Film Festival in 2005 and 2006. To follow a screening of Cox's work 'The Remarkable Mr Kaye' (2005). 28 April at UTS Broadway



**UTS...**

datasearch2.uts.edu.au

Information on courses, research, news and events in the Faculty of Arts and Social Sciences at University of Technology, Sydney.

556 Impressions · 0% Feedback

April 8 at 4:39pm · Like · Comment · Share


**Creative Innovation**

2011 Design NSW: Travelling Scholarship:

Are you a NSW designer at the beginning of your career? The NSW Government, with the support of the Powerhouse Museum and the British Council is offering designers \$18,000 to undertake a program of professional development overseas.

[Edit Page](#)

**Admins (5)** [See All](#)



[Use Facebook as Creative Innovation](#)


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[View Insights](#)

[Suggest to Friends](#)

**You and Creative Innovation**



16 friends like this.

[Renew Australia, JamFactory Contemporary Craft and D..., Sydney Design](#)

**Quick Tips**

Get more people to like your Page with Facebook Ads today!

[Get More Connections](#)

**Sample Ad: Creative Innovation**

The text of your ad will go here.

[Like](#) · Gemma McCarthy likes this.

**Sponsored** [Create an Ad](#)

**Domayne North Ryde VIP Night**

For lovers of all things beautiful. Home furnishing fashion comes alive at this fantastic event. RSVP Now.

RSVP · 10 people are attending.

**London Pass**

Visiting London? Save at top attractions such as Tower of London and Westminster Abbey with a London Pass.

**Media & Social Media Coverage**  
**Creativeinnovation.net.au / Creative Industries Innovation Centre**  
**1 April – 30 June 2011**

RT @BHgallery We're looking for BNE-based arts and crafters to occupy our new, lovely retail area. Email us with your..

<http://bit.ly/bmJ7T4>

3:49 PM Mar 4th via Tweetie

---

Looking forward to REFINERY29 nxt week w/ NYC's Piera Gelardi & Philippe von Borries + guests. Night before is @qldtheatreco dress rehearsal!

5:54 AM Mar 4th via web

---

#bnefashion writeup of Vein Wear launch last night!  
<http://bit.ly/cVob4u> Attn @veuxfashion @oh\_so\_wideawake @c3forum @whippsy @underbrand

5:48 AM Mar 4th via Tweetie

---

Check out this upcoming fashion event REFINERY29:

<http://portable.tv/events/event/portable-presents-refinery29/>

10:40 PM Mar 3rd via Tweetie

---

Check out Creative Innovation on Facebook <http://bit.ly/draf3y> "...aims to deliver inspirational & engaging services to support the work o.."

2:54 PM Mar 3rd via Tweetie

---

Looking at an exciting new release for a new fashion event here. One of partners is @c\_innovation -looks like they're gaining good momentum!

2:48 PM Mar 3rd via Tweetie

---



# Media & Social Media Coverage

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### 1 April – 30 June 2011

The image shows a screenshot of a TweetDeck interface with four columns. The first column is titled 'All Friends' and contains several tweets, including one from 'nga' about the Canberra Slow Art Day and another from 'matt\_levinson' asking about social media sites. The second column is titled 'Mentions' and features tweets from 'UKConnected', 'cpanzcak', 'briscreative', 'laneroskie', 'Fshvability', and 'hannahsuarez'. The third column is titled 'Search: creative innovation' and includes tweets from 'Ian\_Stevenson', 'makingthemovie', 'RT @VenessaMiemis', 'bircdalt', '@DavidWLocke', 'deasurges', 'MoonBlueChild', 'CN Alister Darling', 'TetraStrategy', 'dsgnavvy', and 'giovansalvador'. The fourth column is titled 'Search: creative industries innovation c...' and contains tweets from 'emwlico', 'gawinartz', and 'snurb\_dot\_info'. Each tweet includes a profile picture, name, text, and timestamp. The interface also shows navigation icons at the bottom of each column and a central status bar.

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TweetDeck v0.33.2

Twitter

#### All Friends

- loving these badges by LittleVikingGirl <http://www.madeit.com.au/LittleVikingGirl>
- madeit, (+) Mon 29 Mar 11:03 via web
- Spend your rainy Monday at NGV International! We've got Ron Mueck, Love, Loss & Intimacy, Drape and Re-view: <http://bit.ly/bmq40b>
- ngv\_melbourne, (+) Mon 29 Mar 11:02 via web
- Mzng Photos: RT @ameliatovey making prints in the studio now, tweet back in the next 5 minutes & get 2 for 1! <http://bit.ly/chsaxt>
- CarriageWorks, (+) Mon 29 Mar 11:02 via web
- Check out the dizzying array of artists announced for the 2010 edition of Creamfields in the UK! <http://bit.ly/9VuyTx>
- inthemix\_com\_au, (+) Mon 29 Mar 11:01 via TweetDeck
- Stunning Macro pictures of Sleeping Insects covered in Water Droplets - <http://bit.ly/alZDFC>
- stevebomford, (+) Mon 29 Mar 10:59 via PhotoFizz
- Check out the first #mp3 Bloodbuzz Ohio from THE NATIONAL's new album High Violet, due out May 7! <http://bit.ly/baYKW4>
- rcontrol, (+) Mon 29 Mar 10:57 via TweetDeck
- Darwin Deez is the real deal. Think Julian Casablancas' croon (<http://bit.ly/d8A12m>) meets Justin Timberlake's moves (<http://bit.ly/P7P6V>).
- inertiamusic, (+) Mon 29 Mar 10:49 via Echotone
- Reeldance early bird tix are on sale and we're excited: <http://bit.ly/9wWLwR>
- CarriageWorks, (+) Mon 29 Mar 10:48 via web
- Black and White - a photoset by @stevebomford on #Flickrriver <http://bit.ly/cMPi73> #RRW #photography

#### Mentions

- #creative3 New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- c3forum, (+) Fri 26 Mar 12:03 via Tweetie
- via @HicksShauna - Site Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- ideas4all, (+) Thu 25 Mar 22:32 via TweetDeck
- New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- HicksShauna, (+) Thu 25 Mar 22:30 via web
- New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- artsculturegov, (+) Thu 25 Mar 16:45 via API
- RT @c\_innovation Know an outstanding creative entrepreneur? Nominate 1 - Ernst & Young's Entrepreneur <http://bit.ly/b1FAzr> #ukconnected
- UKConnected, (+) Wed 24 Mar 21:24 via TweetDeck
- RT @c\_innovation Creative Investment Marketplace: amazing opportunity for emerging creative businesses. Pitch your idea <http://bit.ly/cnDe8h>
- cpanczak, (+) Tue 23 Mar 14:23 via Tweetie
- Check out the Creative Innovation @c\_innovation website <http://ow.ly/1InXQ>. They were one of the sponsors of the @refienny29 event 1st week
- briscreative, (+) Thu 18 Mar 00:48 via Tweetie
- Fabulous innovative & creative new site just up @c\_innovation MAKE IT. <http://bit.ly/8XHKLJ> & more at <http://www.creativeinnovation.net.au/>
- lianerosler, (+) Wed 17 Mar 14:12 via web
- @c\_innovation The new site is amazing! Are you or @portablefilm tweeting with specific hactar for Melbourne's Fish Week or

#### Search: creative innovation

- Stuart Cunningham: 4 models of Creative Industries Policy: 1 Welfare; 2 Competitive; 3 Growth; 4 Innovation #cisfg
- chrischesher, (+) Mon 29 Mar 10:16 via Tweetie
- "Creative thinking, the kind that fuels innovation, is now the world's most valued commodity." NC State Inst Emerg Issues <http://ow.ly/1rTSh>
- dtwalsh, (+) Mon 29 Mar 09:48 via HootSuite
- What Matters: Creative Commons: Enabling the next level of innovation , essay by Joi Ito <http://bit.ly/bGN6r>
- rmyardley, (+) Mon 29 Mar 08:12 via TweetMeme
- Connecting Ideas is the Fundamental Creative Act in Innovation: <http://is.gd/b3OEU>
- Judithmp, (+) Mon 29 Mar 04:47 via TweetDeck
- #Tetlin National #WildlifeRefuge.....@Northway\_flair for #innovation, creative #imagination and optimum #utility <http://uurl.in/2bD9o>
- housingzing, (+) Mon 29 Mar 02:41 via web
- Creative entrepreneurship, change and innovation group group <http://bit.ly/acwmdD> (via <http://bit.ly/aw8hpY>)
- businessontwit, (+) Mon 29 Mar 00:17 via Ping.fm
- Good #preso: The creative beast is what keeps us alive. How to let out your creative beast? <http://j.mp/ss-creativity> #innovation
- yarapavan, (+) Sun 28 Mar 16:24 via Brizzly
- RNO1 | Innovation in Branding + Design + Marketing + Communications. (redwood sh #SFO #cl #services #creative <http://3taps.com/p/BKH8PS>)
- SFO\_Creative, (+) Sun 28 Mar 13:52 via API
- Leveraging creative minds to solve traffic congestion #Innovation <http://bit.ly/cFKqpt>

#### Search: creative industries innovation c...

- #creative3 New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- c3forum, (+) Fri 26 Mar 12:03 via Tweetie
- via @HicksShauna - Site Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- ideas4all, (+) Thu 25 Mar 22:32 via TweetDeck
- New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- HicksShauna, (+) Thu 25 Mar 22:30 via web
- New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation- <http://bit.ly/9Z3YPB>
- artsculturegov, (+) Thu 25 Mar 16:45 via API

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The image is a screenshot of a web browser displaying the Twitter profile page for 'artsculturegov'. The browser's address bar shows 'http://twitter.com/artsculturegov'. The page features a dark background with a vertical banner on the left that reads 'ARTS and CULTURE'. The profile header includes the Twitter logo, the name 'artsculturegov', and navigation links: 'Home Profile Find People Settings Help Sign out'. The profile information on the right side lists: Name: AusGov Arts&Culture; Location: Canberra, Australia; Web: http://www.arts.g...; Bio: The official twitter on Arts and Culture from the Australian Government Department of the Environment, Water, Heritage and the Arts; 0 following, 40 followers, 2 listed; 5 Tweets; Actions: block artsculturegov report for spam; Following; RSS feed of artsculturegov's tweets. The main content area shows a tweet from 6 minutes ago: 'New site for creative businesses from the Creative Industries Innovation Centre @c\_innovation - http://bit.ly/9Z3YPB'. Below this are three other tweets: 'The 2010 Review of the Australian Independent Screen Production Sector is now open for comment: http://bit.ly/bygeXt' (3:31 PM Mar 22nd via API); 'Earliest known surviving film shot in Aust1896, never before seen here, shown today at NFSA View Patineur Grotesque at http://bit.ly/cGxHzd' (12:16 PM Mar 17th via web); and 'Indigenous Australian Art Commercial Code of Conduct info at http://bit.ly/axAIHT dealers, agents and art centres can register interest' (2:21 PM Mar 11th via web). A final tweet reads: 'Welcome & thank you for visiting our page - follow us for updates on activities across the Arts & Culture portfolio www.arts.gov.au' (5:03 PM Mar 10th via web). The footer contains copyright information: '© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy'.

Media & Social Media Coverage  
Creativeinnovation.net.au / Creative Industries Innovation Centre  
1 April – 30 June 2011

Search: creative innovation



RT @briscreative: Check out Creative Innovation on Facebook <http://bit.ly/draf3y> ".aims to deliver inspirational & engaging services to support the work o.."

• aaronetan, [+] Thu 04 Mar 15:29 via Tweetie



Led well, controversy and conflict can lead to creative chaos. Led well, creative chaos can lead to innovation.

• nsherardfreeman, [+] Thu 04 Mar 12:20 via web



Led well, conflict and controersy can lead to creative chaos. Led well, creative chaos can lead to innovation.

• nsherardfreeman, [+] Thu 04 Mar 12:13 via LinkedIn



Microsoft and Creative Destruction - <http://ow.ly/1dsSG> - Scott Berkun - #mgmt #innovation #msft #apple #leadership #4785

• goappleproducts, [+] Thu 04 Mar 12:09 via API



Microsoft and Creative Destruction - <http://ow.ly/1dsSG> - Scott Berkun - #mgmt #innovation #msft #apple #leadership

• innovate, [+] Thu 04 Mar 12:00 via HootSuite



RT @briscreative: Check out Creative Innovation on Facebook <http://bit.ly/draf3y> ".aims to deliver inspirational & engaging services to support the work o.."

• kimsmac, [+] Thu 04 Mar 10:11 via Tweetie



Media & Social Media Coverage  
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Mentions



@TraceyPotter @mattisonic @jessede  
@animations @rhyscooper @c\_innovation  
@Jill\_colvin @seanbunton Thx! I can't say what  
the award is yet.

h\_suarez, [+] Thu 23 Sep 10:41 via Twitter for iPad in reply to...



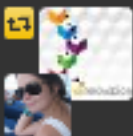
@paul\_callaghan @hamishcurry @interarts  
@c\_innovation thanks for the RTs :)

artsdigitalera, [+] Tue 21 Sep 14:00 via TweetDeck



lovely illustrator Shaun Tan among guests at  
this weekend's @UTSSIAF with his film 'The  
Lost Thing' <http://bit.ly/ctVMWt> via  
@thesydneymag

c\_innovation, (RT by NFSAonline), [+] Tue 21 Sep 11:00



Competitive strategy for your business. What,  
why, how <http://b21c.org/a3eE9T> frm  
Associate Prof Sandra Burke, UTS Business via  
@Business21C

c\_innovation, (RT by asg2588), [+] Mon 20 Sep 15:54



RT @c\_innovation: Competitive strategy for  
your business. What, why, how  
<http://b21c.org/a3eE9T> frm Assoc Prof Sandra  
Burke, UTS Business

Business21C, [+] Mon 20 Sep 16:45 via TweetDeck

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TweetDeck v0.33.2

TweetDeck

#### All Friends

**CREATIVE SYDNEY**  
We're baaaack! Creative Sydney June 8 - 13 2010. Program, speakers and venue info coming soon - sign up now!  
<http://su.pr/83bnw>

creativesydney, (+) Tue 16 Mar 14:35 via Su.pr

**Common Core**  
Tune into RRR 6:30pm to catch Ned Collette + Wirewalker playing live!

rcontrol, (+) Tue 16 Mar 14:23 via TweetDeck

**ultraboat**  
If you're heading to Semi-Permanent, check out tinzed on Sat at 11am...they'll be in an upcoming Object exhibition in September too!

objectaustralia, (+) Tue 16 Mar 14:18 via web

**nga**  
Follow the restoration of Van Gogh's 'The bedroom' with the Van Gogh Museum as they provide an online window into...  
<http://fb.me/6ZYJapF>

NatGalleryAus, (+) Tue 16 Mar 14:15 via Facebook

**horrorshowcrew**  
This is what happened @horrorshowcrew 's soldout Sydney show couple weeks back  
<http://www.youtube.com/watch?v=pkUUS27AeD4>

urthboy, (RT by obeserecords), (+) Tue 16 Mar 13:36

**nga**  
Current queue time for entry to 'Masterpieces' is now approx 20 mins. At 2:00pm #ngaqstats

NatGalleryAus, (+) Tue 16 Mar 14:00 via web

**Red Bull UK and MEC London** confirmed for the Future of Branded Content program, 30 March. Book NOW <http://bit.ly/9nrYCw>

claudiamob, (RT by AIMIANational), (+) Tue 16 Mar 13:02

**Hugh Marks** Joins Hoodlum  
<http://tinyurl.com/yaxn2d2>

insidelfm, (+) Tue 16 Mar 13:42 via twitterfeed

**The Smashing Pumpkins, BRMC and Passion Pit** all announced on Summer Sonic line-up - first etan Solandaur In The Grass?

#### Mentions

**Fashionably Marketing**  
@c\_innovation The new site is amazing! Are you or @portablefilm tweeting with specific hashtag for Melbourne Fashion Week or @Refinery29 conf?

lashmarketing, (+) Tue 16 Mar 01:43 via web in reply to...

**hannahsuarez**  
@c\_innovation Hi Gemma, will you & the Creative Innovation team be coming up SYD to BNE for this event? Also check out [www.creative3.com.au](http://www.creative3.com.au)

hannahsuarez, (+) Fri 05 Mar 11:38 via web in reply to...

#### Direct Messages

**MetroScreen**  
Hi! Welcome to the Metro Screen twitter. Feel free to send suggestions.

MetroScreen, (+) Fri 29 Jan 19:40 via Direct Message

#### Search: creative innovation

**Amart62**, (+) Tue 16 Mar 13:45 via TweetDeck

**JuliaSharwood**, (+) Tue 16 Mar 13:41 via HootSuite

**Ianipaulli**, (+) Tue 16 Mar 13:26 via HootSuite

**dstevenwhite**, (+) Tue 16 Mar 13:26 via TweetDeck

**ldgyym**, (+) Tue 16 Mar 13:07 via Twitterrific

**loopdloop**, (+) Tue 16 Mar 13:05 via HootSuite

**jessivw**, (+) Tue 16 Mar 12:26 via TweetDeck

**whippysy**, (+) Tue 16 Mar 12:17 via HootSuite

Media & Social Media Coverage  
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Login Join Twitter!

Hey there! **briscreative** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving **briscreative's** tweets.

**Join today!**

Already using Twitter from your phone? [Click here.](#)



**briscreative**

Check out Creative Innovation on Facebook <http://bit.ly/draf3y> "**..aims to deliver inspirational & engaging services to support the work o..**"

about 6 hours ago via Tweetie

Looking at an exciting new release for a new fashion event here. One of partners is [@c\\_innovation](#) -looks like they're gaining good momentum!

about 6 hours ago via Tweetie

Name BNECreativeIndustries

Location Brisbane, QLD

Web <http://www.briscr...>

Bio Brisbane Creative Industries

(Briscreativeindustries.com), related Creative Industries goodness. Check out our Twitter list!

1,559 following 1,394 followers 77 listed

Tweets 1,109

Favorites

Lists

[@briscreative/creativeandinbrisbane2](#)

[@briscreative/creativeandinthegc](#)

[@briscreative/](#)

# Media & Social Media Coverage

## Creativeinnovation.net.au / Creative Industries Innovation Centre

### 1 April – 30 June 2011

This screenshot shows the TweetDeck interface with the search results for 'creative innovation'. The interface is divided into four main columns: All Friends, Mentions, Direct Messages, and Search. The Search column is the primary focus, displaying a list of tweets from various users. The tweets include announcements about the Creative Innovation website, mentions of the Creative Industries Innovation Centre, and discussions about creative business and innovation. The search results are sorted by relevance, with the most recent and relevant tweets appearing at the top. The interface includes standard social media icons for retweeting, replying, and favoriting.

This screenshot shows the TweetDeck interface with search results for 'creative innovation' and a user profile for Liane Rossler. The search results are displayed in the central column, showing tweets from users like @alice\_neville, @wmyrhang, @jonah\_spencer, and @kindle\_book. The user profile for Liane Rossler is shown on the right, including her bio, location (Sydney), and statistics (560 Followers, 139 Following, 2426 Tweets). The profile also lists several tweets, including one about the Creative Industries Innovation Centre and another about the MCA. The interface includes standard social media icons for retweeting, replying, and favoriting.



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ION

The Australian Financial Review  
Monday 7 March 2011 • www.afr.com

# Dancer couldn't predict career twists and turns

Hael Kobayashi's unconventional career path makes him the ideal person to help link creative types with the commercial world, writes **Joanna Mather**.

In Montreal in 1977, Hael Kobayashi was seen on his way to a career in dance. He'd won a coveted place at York University and was close to completing a four-year degree in fine arts.

Then his world came crashing down. A knee injury would keep him off stage permanently.

Yet over the next 30 years Kobayashi was to forge a distinguished career spanning the arts, television, film and digital media. He has worked in executive roles for some of the world's leading entertainment studios, such as George Lucas's Lucasfilm, DreamWorks Animation and Australia's Animal Logic, creators of the Oscar-winning animated feature, *Happy Feet*.

Now, Kobayashi has set his sights on developing the creative industries in Australia. He has been appointed associate director of the Sydney-based Creative Industries Innovation Centre, which has \$17 million in commonwealth funding to increase the competitiveness, profitability, productivity and innovation of Australia's creative industries. The centre is at the University of Technology, Sydney.

With characteristic enthusiasm, Kobayashi says: "Sydney represents the next wave of the digital revolution which transformed San Francisco in the '90s. There is a particular openness and willingness to collaborate in Australia that really resonates."

"I can see that dynamic in the centre's programs and across all faculties at UTS, from creative industries to business."

The creative industries include areas such as film and television, design, animation and games, music and the performing and fine arts. Driven by technological advances, the creative economy is rapidly generating new jobs and business opportunities worldwide.

In Australia, the creative industries were worth approximately \$31.1 billion in 2007/08, research by consultants DTIS World Found,



Making it viable ... Hael Kobayashi at the Creative Industries Innovation Centre. It's received \$17 million in commonwealth funding to increase competitiveness and profitability.

Photo: ROB HOMER

## There is an openness and willingness to collaborate in Australia.

— mixing with science students. "It was very multi-disciplinary," Kobayashi says. "Those were the early days of electronic music so we collaborated with the engineering and science faculties [on multimedia performances], while the physicists were helping us to better understand lighting."

Unknown to a young Kobayashi, the ability to transcend disciplinary

boundaries was to become one of his greatest career assets. Many of the world's most successful creative businesses operate at the intersection of art and technology; they thrive on a combination of bright ideas and business know-how.

"You see a lot of small creative companies cease to exist when they don't receive government funding," Kobayashi says. "But newer models

have begun to emerge that allow people to commercialise their work and adapt to the commercial world."

It is this commercial viability that the Creative Industries Innovation Centre has been set up to enable. The centre forms part of the federal government's Enterprise Connect initiative.

It connects creative enterprises with potential investors and has nine

government-funded business advisers who make themselves available to business owners and entrepreneurs.

As well as his work with the centre, Kobayashi chairs Digital Sydney, a program with \$500,000 a year for three years, which was set up to promote interaction between information technology and creative enterprise in NSW. Digital Sydney sits within the NSW state government's \$36 million digital economy strategy.

Kobayashi has been described as a pioneer of digital media, although his early roles were in arts and festival management and promotion.

In his early 30s, Kobayashi decided he wanted to move into film and television. He accepted a job as a driver at a television station in San Francisco. The role would involve ferrying films between studios and acting as general dogbody — not exactly a step up.

"I thought, this is the door being presented to me," Kobayashi recalls. "I can get really fussy about it or I can say fine, I'm willing to come in as the driver." He worked his way up to become a network news producer.

Then Kobayashi's career took another sharp turn. Deciding he wanted to learn more about sound, he accepted a job as an apprentice sound editor at Skywalker Sound. Again, Kobayashi seized an opportunity that did not come with big money or prestige.

But it was the right decision because it opened doors in the feature film industry. Kobayashi's work on animated films such as *Antz* led to a position as group head of production with Animal Logic and his first real taste of Australia.

*Happy Feet* was a milestone not just for the company and not just for Australia, but for the industry because of the complexity of the animation and its actual visual look," Kobayashi says.

"Other studios looked at it and went 'wow'."

Kobayashi is convinced the culture of openness and collaboration he witnessed at Animal Logic is a trait common to many Australian businesses. This, he says, bodes well for the nation's future in the creative economy.

Australians "want to do well but you also want the people around you to do well," Kobayashi says. "I don't see that as a weakness. I see it as a significant strength in the emerging economy."

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# Gehry critics expose their own lack of imagination

# Dancer couldn't predict career twists and turns

Hael Kobayashi's unconventional career path makes him the ideal person to help link creative types with the commercial world, writes **Joanna Mather**.

In Montreal in 1977, Hael Kobayashi was well on his way to a career in dance. He'd won a coveted place at York University and was close to completing a four-year degree in fine arts.

Then his world came crashing down. A knee injury would keep him off stage permanently.

Yet over the next 30 years Kobayashi was to forge a distinguished career spanning the arts, television, film and digital media. He has worked in executive roles for some of the world's leading entertainment studios, such as George Lucas's Lucasfilm, DreamWorks Animation and Australia's Animal Logic, creators of the Oscar winning animated feature, *Happy Feet*.

Now, Kobayashi has set his sights on developing the creative industries in Australia. He has been appointed associate director of the Sydney-based Creative Industries Innovation Centre, which has \$17 million in commonwealth funding to increase the competitiveness, profitability, productivity and innovation of Australia's creative industries. The centre is at the University of Technology, Sydney.

With characteristic enthusiasm, Kobayashi says: "Sydney represents the next wave of the digital revolution which transformed San Francisco in the '90s. There is a particular openness and willingness to collaborate in Australia that really resonates."

"I can see that dynamic in the centre's programs and across all faculties at UTS, from creative industries to business."

The creative industries include areas such as film and television, design, animation and games, music and the performing and fine arts. Driven by technological advances, the creative economy is rapidly generating new jobs and business opportunities worldwide.

In Australia, the creative industries were worth approximately \$31.1 billion in 2007-08, research by consultants IBIS World found,

contributing 2.8 per cent of gross domestic product and employing 317,000 people.

Born of a father with Japanese and Scottish heritage and a French mother, Kobayashi grew up in the predominantly French-speaking Canadian province of Quebec. Later, as a dance major at York University he found himself — rather unusually as far as most university experiences go — mixing with science students.

"It was very multi-disciplinary," Kobayashi says. "Those were the early days of electronic music so we collaborated with the engineering and science faculties [on multimedia performances], while the physicists were helping us to better understand lighting."

Unbeknown to a young Kobayashi, this ability to transcend disciplinary

## There is an openness and willingness to collaborate in Australia.

boundaries was to become one of his greatest career assets. Many of the world's most successful creative businesses operate at the intersection of art and technology; they thrive on a combination of bright ideas and business know-how.

"You see a lot of small creative companies cease to exist when they don't receive government funding," Kobayashi says. "But newer models have begun to emerge that allow people to commercialise their work and adapt to the commercial world."

It is this commercial viability that the Creative Industries Innovation Centre has been set up to enable. The centre forms part of the federal government's Enterprise Connect initiative.

It connects creative enterprises with potential investors and has nine

government-funded business advisers who make themselves available to business owners and entrepreneurs.

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## International collaboration the compass for a greater digital economy

Partnership the underlying basis for effective technological development

Hafzah Osman (ARN) | 05 May, 2011 14:34 | [Comments](#) | [Like](#)

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Industry leaders at the recent KANZ Broadband Summit in Hobart underscored the need for collaboration in developing innovative solutions for a smooth, effective broadband delivery.

"We have to consider how we can make this spirit of cooperation, collaboration and sharing a greater reality," NZICT CEO, Brett O'Riley said.

The 2011 Australian creative economy report card provided a clearer vision of the innovation sector, showing the results of tremendous growth across the creative and cultural sectors. They contributed \$3.1 billion towards GDP and there were more than 100,000 creative businesses registered as commercial entities.

Associate director of the creative industries innovation centre at the University of Technology (Sydney), Hael Kobayashi, said the local creative hothouse has been experiencing multiple enterprises that contribute ideas and shape technologies used. There is a symbiotic dynamic in the double helix world of creativity and innovation; one that illustrates a heightened level of cross sector and interdisciplinary collaboration, he added.

Collaborative technology leaders have previously declared that connecting to the pipe requires essential access to the cloud at a speed that evidences a high degree of commercial competitiveness.

In the Australian ICT industry, one of the biggest challenges lies in communicating the value of the digital economy.



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"@Trevor. While I did experience some performance degradation on international links it ..."

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"buyfor gift"

NBN Co uses forum to get pricing message across

"Hopefully they will look to add this equipment to Govt Common Criteria ..."

Juniper rolls out latest Cisco challenge

"Good for inet although inet really needs to do something about their ..."

iiNet fares best in TIO complaints

"Several issues here. Yes jail anyone selling counterfeit software. Most illegal downloads ..."

Police grab pirated software, issue warning

In the Australian ICT industry, one of the biggest challenges lies in communicating the value of the digital economy.

CEO of the Telecommunications Carriers Forum, David Stone, claimed with a combined approach, a common regulatory framework can overcome the barriers of building a regional cloud infrastructure and put some good contact centres in place.

Next generation broadcasting PM of Korea Communications Commission, Dr Sang-il Park, listed four areas where collaboration could be used to communicate: service and content, interconnectivity of various devices for seamless content, cyber ethics in a digital community and reliability through the protection of copyright and fight against cyber fraud and infringement.

According to Kobayashi, enterprise learning is rocketing forward with information pouring into the public domain. The explosion of the social media creative enterprise also indicates a sector that is rapidly morphing.

"Global transformation is indeed everywhere. We can't predict the future because we haven't happened to it yet but, we do know that courage and vision will keep the channels open and our creative intelligence will get us there," Kobayashi said.

Tags: [University of Technology \(Sydney\),](#)



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**FROM CREATIVE INSPIRATION TO  
BUSINESS ACTION!**



The Creative Industries Innovation Centre (CIIC), a Creative Sydney industry partner, can offer your creative enterprise business advice at no cost.

The CIIC services sole traders and micro businesses by providing individual 1hour consultations with experienced business advisers on a monthly basis. [Find out more here.](#)

The CIIC is part of the Australian Government's Enterprise Connect program, and is supported by the University of Technology, Sydney. [Find out more here.](#)



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### AGDA Adds Business Value to Memberships Through CIIC Partnership

29th May, 2011

The Creative Industries Innovation Centre (CIIC) has established a new industry partnership program to ensure that creative industries members gain access to expert business development services, workshops and events.

The CIIC has commenced working with Australian Graphic Design Association, Australian Interactive Media Industry Association, Design Institute of Australia, Australian Marketing Institute, Public Relations Institute of Australia and the Communications Council.

The first initiative of the program is the delivery of a national series of intensive business model workshops for high-potential member companies. These workshops represent an investment by the CIIC and its industry partners in the next generation of Australia's creative leaders.

The CIIC is committed to working closely with industry to support the business of creative enterprise across Australia, servicing companies of all sizes.

These workshops are not open to the public for registration.

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

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