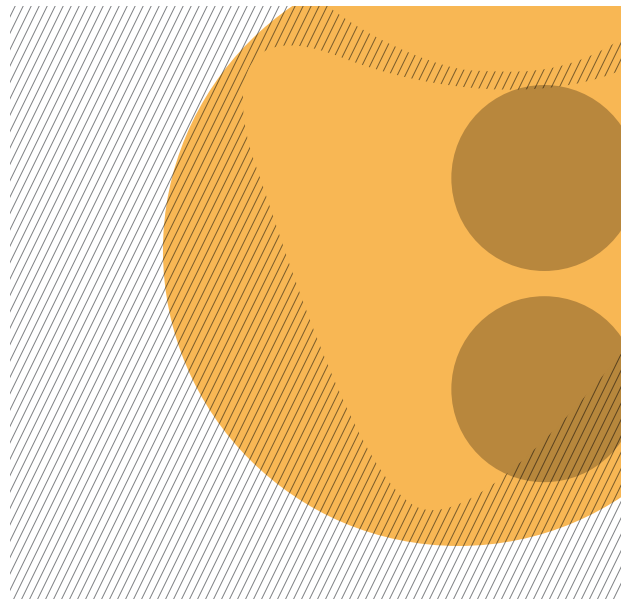


Tasmania: Australia's future creative capital



At the CIIC's recent Digital Marketplace pilot program in Hobart, an idea was floated about investigating the feasibility of starting a 'Tasmanian Creative Council'. This proposed new body would represent and advocate the interests of all creative enterprises and practitioners in Tasmania and thereby help to position Tassie as the creative capital of Australia. The reasoning behind this is discussed in the following 'Background' document.

Starting anything like this is not easy. Often the reasons 'why not' seem more conspicuous than the reasons 'why'. But there is no doubt that every Tasmanian creative business, organisation and individual would benefit from having a stronger presence and louder voice in the community.

But where to begin?

Enterprise Connect has developed an Alliance Building methodology, which has been successfully utilised to build 12 business or industry alliance groups around Australia in the last 12 months. The methodology is introduced in a three-hour workshop.

About the Alliance Building Program

The Strategic Alliance Building pilot program has been designed for small and medium businesses and other regional entities interested in forming alliances to increase their productivity and growth.

The program has been designed to take you through a range of critical analytical assessments to help you prepare for building an effective alliance.

Tailored to your specific alliance building needs, the program delivers the resources, processes, diagnostics and frameworks for the ongoing management, monitoring and evaluation of the alliance you are a member of, or plan to join.

As a Tasmanian creative industry leader, we are inviting you to take part in an initial discussion to discover what might be possible.

Workshop details

WHAT

Alliance Building Workshop for the Tasmanian Creative Industry

WHEN

Wednesday 29th August

WHERE

Theatre Royal Backspace
(Access via the stage door)
Sackville Street Hobart

TIME

10.30 am – 2.00 pm. Includes a light lunch.

COST

Provided at no cost.

NEXT STEPS

Please contact [Jemima Dunlop](mailto:jemima.dunlop@uts.edu.au), Creative Industries Innovation Centre (CIIC).

E: jemima.dunlop@uts.edu.au

P: 02 8217 5017 to register your interest by Wednesday 22nd August. If you are unable to attend personally, please either nominate another senior person to represent your organisation, or indicate if you'd still like to be involved in future discussions around a Tasmanian Creative Council.

We look forward to seeing you at this very important first step to what could be a stronger, more vibrant, more influential, and more recognised, Tasmanian creative industry.

Regards,

David Schloeffel

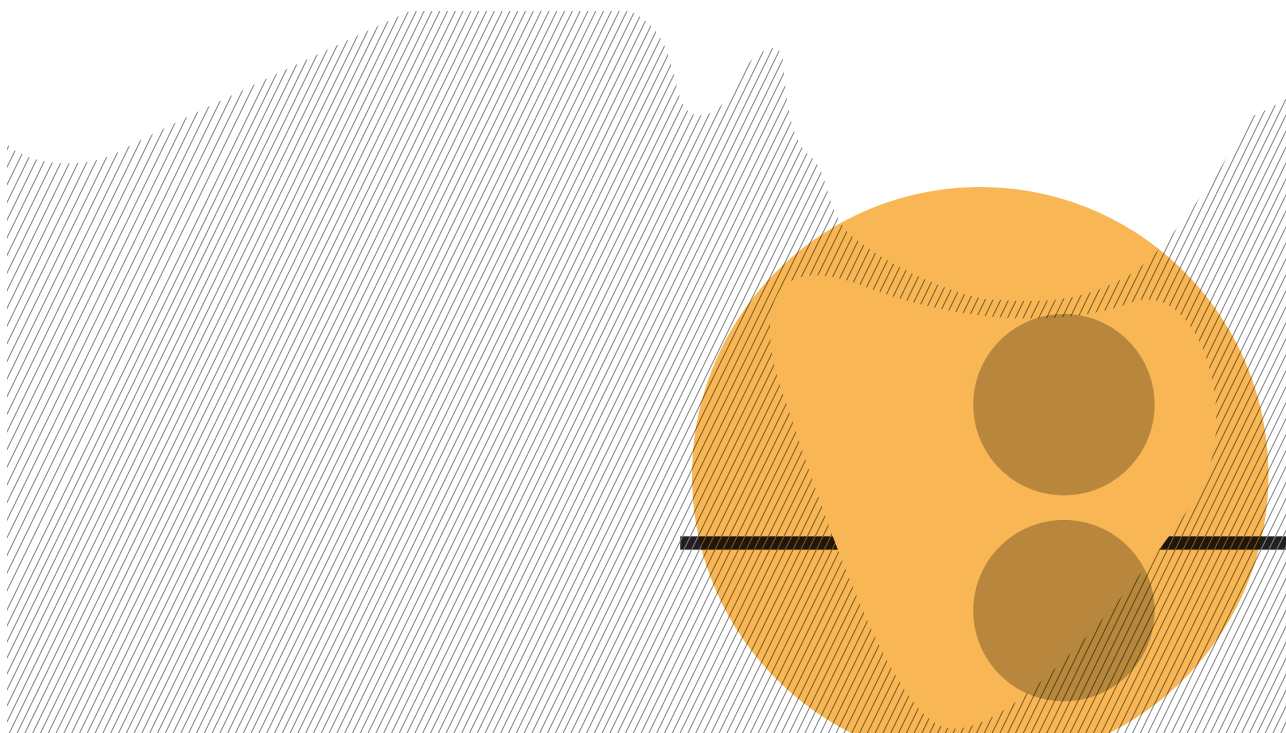
Business Adviser, TAS & VIC

State Director - Tasmania

Keith Calvert

Creative Industries Innovation Centre (CIIC)

Enterprise Connect



Background

The 'Tasmanian Creative Council'

The creative industries include the following sectors:

Performing arts and music

Visual arts

Writing, publishing & print media

Film, television and radio

Advertising, PR, DM and marketing

Design (incl. graphic, fashion, product, industrial, interior, jewellery, timber)

Architecture

Digital media

Software development

The creative industries are one of the best-kept secrets in Australia. What the vast majority of people (even those within the industry) don't realise is its size and strength – Australia-wide, the creative industries are bigger than many other more visible and active industry groups such as agriculture, forestry and fishing, and utility supply. It contributes \$31.1 billion to GDP annually with 155,000 registered

businesses employing 3.5% of the Australian workforce⁽¹⁾. Tassie is well represented in this, with potentially a higher proportion of small creative industry businesses (Tassie has the highest proportion of small business in Australia) together with the highest per capita rate of people working in the arts sector and attending arts events⁽²⁾.

The idea behind forming a 'Tasmanian Creative Council' is based on a 'united we stand, divided we fall' approach. There is definitely strength in numbers, and currently many creative business and artistic opportunities in Tasmanian are struggling as a result of not having a local industry body, such as there is in forestry or mining.

Examples include:

TMAG being designed by mainland architects when some of the best heritage architects work in Tassie

Advertising and communication campaigns being outsourced to Melbourne and Sydney agencies and consultancies when there

is recognised strength in Tasmanian firms

MONA not being leveraged to the benefit of the creative state.

More importantly, a united Council could well put Tasmania on the national and even international creative map, with the State recognised as a 'go to' place for world-class creativity.

There are parallels with the Netherlands in Europe. Three years ago the creative industry was in much the same place as it is in Tassie today. But a creative industry body was formed and through its work, the Dutch creative industries are now recognised as having a powerful voice, impacting on policy and growing its proportion of GDP.

It is up to you, as a senior creative professional, to help make it happen.

ABOUT US

The Creative Industries Innovation Centre (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. Visit creativeinnovation.net.au to find out more.

(1) Creative Industry Report Card 2011, CCI, March 2011. (2) ABC Limelight, May 2012.