

CIIC Media Coverage Report May, 2012

Clip #1

Get Business Advice – online

02 May

<http://www.getbusinessadvice.com.au/features/34-general/3069-renewed-support-for-creative-industries-innovation-at-uts.html>

Renewed support for creative industries innovation at UTS



The Federal Government has announced an additional three years funding for its business advisory service, the Creative Industries Innovation Centre (CIIC), housed at UTS. Minister for Industry and Innovation Greg Combet saw first-hand the epicentre of collaboration between education, creative industries and government when he visited UTS recently to announce the CIIC funding. The CIIC was launched in February 2009 and since then has provided business advisory services to more than 600 creative enterprises.

UTS is located in the Ultimo/Pymont area - the heart of Australia's digital and creative industries precinct - with 40 per cent of Australia's creative industries located in NSW and the majority in Sydney. UTS Vice Chancellor, Professor Ross Milbourne said the success of the CIIC model represented the way forward in smart, next-generation business planning and innovation, with wide benefits to education providers.

"As an industry-engaged university located in Australia's growing creative and digital sector precinct, UTS is proud to host this national centre and to have witnessed the growth of small and medium sized creative businesses both in our precinct and across the country.

"Collaborations between industry, government and universities, which transfer knowledge, share resources and develop the skills needed for the next generation, are vital to growth in a rapidly transforming economy."

"The partnership with UTS has supported the Enterprise Connect CIIC to deliver industry-relevant programs, workshops, events and content which meet the needs of the creative industries, supporting the development of their creative enterprises, whether big or small," said Lisa Colley, Director of the CIIC.

Professor Milbourne said UTS had recently developed a major, whole-of-university Creative Innovation (CI) Strategy, recognising the university's growing role as a national leader in providing a highly-integrated approach to creative industries and technology that is transforming education. The UTS CI Strategy is a significant outcome of the collaboration between UTS and the CIIC. As part of the strategy roll-out, UTS will lead new Creative Innovation Labs starting this month.

These labs will feature three different approaches to design-led innovation, with participants from education, industry and government participating in the four-day pilot. u.lab, the UTS interdisciplinary lab group, will facilitate one of the labs, building on its highly successful BikeTank initiative.

Professor Milbourne said UTS's \$1 billion campus redevelopment, with its centrepiece the new Frank Gehry designed Business School, would deliver a cutting-edge campus of the future, where industry is encouraged to collaborate and integrate with teaching and research programs.

Dean of the UTS Business School, Professor Roy Green, said the UTS Business School was preparing students for a world where creative thinking and an entrepreneurial mindset were highly valued.

"Graduates for the workforce of the future need more than technical skills - they will increasingly have to engage in creative problem-solving, collaboration and thinking in an interdisciplinary way about their organisations and the environment in which they operate," Professor Green said.

"We bring the creative community into the classroom and support students to choose an entrepreneurial path - whether they establish their own business or go on to shake up the corporate world.

Clip #2

APRA – online

21 May

<http://www.apra-amcos.com.au/news/allnews/FundingallocatedforGENERATEapplicants.aspx>

APRA|AMCOS would like to announce the successful conclusion of the GENERATE music enterprise investment program, with all fifteen applicants being allocated funding under the scheme.

The GENERATE program saw successful applicants receive up to \$30,000 to pursue their original, innovative ideas and business models involving Australian music. The program also provided business-development knowledge, skills and expert mentoring support.

The program was a partnership between the Australian Government, the Creative Industries Innovation Centre (CIIC) and APRA|AMCOS, and supported by the Australian Music Industry Network (AMIN).

GENERATE will be investing in businesses which operate in all areas of the music industry, including licensing, export markets, ATSI, skills and talent development and the digital realm.

The 15 successful GENERATE applicants are:

Stephen Green – SGC Media
Fred (Feleti) Leone – Impossible Odds Records
Rosco Stewart – Synch My Track
Julia Wilson – Rice is Nice
Tim Byrne – KISS FM
Ajax McKerral - Nuttify
Jen Cloher – I Manage My Music
Nick Wallberg – Tram Sessions Inc
Tom Armstrong – Infusion
Claire Collins – Bossy Music
Craig May – Create Control
Glenn Dickie – Stage Mothers
Jai Al-Attas – ZAPPP
Larry Heath – AU Review
Marshall Cullen - SoundsLikeCafe

APRA|AMCOS would like to wish all successful applicants the best in their endeavours, and looks forward to watching their new business ventures develop.

About GENERATE Partners:

The Creative Industries Innovation Centre (CIIC) supports the business of creative enterprise. It is part of the Australian Government's Enterprise Connect program and supported by the University of Technology, Sydney, has provided business development support to over 400 creative enterprises over the past 2 years.
www.creativeinnovation.net.au

The Australian Performing Right Association (APRA|AMCOS) has over 80,000 songwriter, composer and publisher members and is uniquely positioned to facilitate industry network development, provide professional expertise and offer matched investment funding. www.apra-amcos.com.au

The Australian Music Industry Network (AMIN) is the national body representing the peak contemporary music associations in each state and territory. AMIN exists to provide platform for advocacy and representation of the needs of its members. www.amin.org.au

Clip #3

Spacecubed – online

30 May

<http://www.spacecubed.org/2012/05/30/register-for-ciic-biztro-at-spacecubed/>

Register for CIIC Biztro at Spacecubed

The Creative Industries Innovation Centre's (CIIC) Biztro consultation is an 'all-you-can-digest' in 60 minute advice session on business.

Micro and small businesses who operate in the creative field can now be involved in a free 1 hour sessions with a CIIC Business Adviser, and discuss aspects of their business including strategic planning, finances, human resources, marketing and intellectual property.

In conjunction with Spacecubed, the CIIC will be providing free individual advice consultations to Perth creatives on Friday, June 1, to be held at Spacecubed, Ground Floor rear, 45 St Georges Terrace, Perth.

The sessions will be held by Business Adviser Stuart Davis, who is a trained industrial designer and business manager, and has gained significant experience in integrated marketing, advertising and design from several senior positions. Most recently, Stuart held the position of Director of Digital Media at a leading agency, serving both national and international clients.

There will be a total of six 1 hour sessions held with Stuart Davis at Spacecubed on Friday, June 1. Please follow the instructions below to register.

How to register

1. Join the Creative Innovation Community
2. Log in
3. Register for a CIIC Biztro session - Session Times

Session 1 : 9:15 – 10:15 am

Session 2 : 10:30 – 11:30 am – Booked

Session 3 : 11:45 – 12:45 pm

Session 4 : 1:30 – 2:30 pm

Session 5 : 2:45 – 3:45 pm

Session 6 : 4:00 – 5:00 pm

Please arrive 10 minutes before your session time. Find out more about our CIIC Business Advisers here.

Clip #4

The Music Network – website

23 May

<http://www.themusicnetwork.com/music-news/industrial-strength/2012/05/23/industrial-strength-may-23/>

Industrial Strength

Talking 'bout my Generate applicants

Fifteen music industry applicants will receive up to \$30,000 each via the new music enterprise investment program Generate. Chosen for their original and innovative ideas and business models are Stephen Green (SGC Media), Fred (Feleti) Leone (Impossible Odds Records), Rosco Stewart (Synch My Track), Julia Wilson (Rice is Nice), Tim Byrne (KISS FM), Ajax McKerral (Nuttify), Jen Cloher (I Manage My Music), Nick Wallberg (Tram Sessions Inc), Tom Armstrong (Infusion), Claire Collins (Bossy Music), Craig May (Create Control), Glenn Dickie (Stage Mothers), Jai Al-Attas (ZAPPP), Larry Heath (AU Review) and Marshall Cullen (SoundsLikeCafe).

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Clip #5

The Music Network – enews

28 May

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Live music on new late night TV show

Regular live music performances and interviews will feature in Network Ten's new current affairs-entertainment hybrid *Newsnight*, which launches Monday June 4. The show, with a format that veers from just straight news, is hosted by **Hamish MacDonald**. It airs at 10.30 pm from Monday to Thursday.

Mary Lopez lauded at APRA awards

Talent mentor and producer **Mary Lopez** AM, will receive the Ted Albert Award for Outstanding Services to Australian Music at this year's APRA awards. She was chosen by the APRA board for her continued support of aspiring talent, through 60 stage productions and co-founded the music industry training program Talent Development

Project (TDP), whose star graduates include **Human Nature**, **Angus & Julia Stone**, **Paulini**, music director and composer **John Foreman**, **Hi 5's Nathan Foley**, jazz singer **Emma Pask** and country music performers **Darren Coggan**, **Felicity Urquhart**, **Drew McAlister**, **Jedd Hughes**, **Travis Collins** and **The McClymonts**. Lopez has worked on initiatives for indigenous and disabled performers, and set up the Bound For Broadway scholarships to give talent training in New York.

Other recipients of the award have been jazz performer **Don Burrows**, promoter **Michael Chugg**, **Slim Dusty**, triple j, studio pioneer **Bill Armstrong**, **Angus & Malcolm Young**, manager **Roger Davies**, Sony and ARIA chief **Denis Handlin** AM, **Jimmy Little** and last year, **Paul Kelly**.

Guest presenters at the awards, on today (May 28) at the Sydney Convention & Exhibition Centre, include **Yusef Islam**, Alberts' head of Creative Services **Philip Mortlock** and **Felicity Urquhart**. Performing are **Tina Arena**, **Tex Perkins**, **Kate Miller-Heidke**, **Bob Evans**, **Kram**, (**Sophia**) **Brous**, **Russell Morris**, **PVT** and **Bertie Blackman**. MAX screens a special on Tuesday June 12 at 8 pm and an encore at 10.30 am, June 14.

Three music-themed films coming

Three of Screen Australia's 10 new projects have music themes. *Red Dogs* director **Kriv Stenders** steers *Synchronicity*, based around songs of **Kylie Minogue** about a 17-year-old girl who moves to Sydney to become a synchronised swimming champion. **Jonathan Teplitzky's** *Choir Of Hard Knocks* is about a group of "disparate and desperate" people who turn to music under a choir-master. **Bruce Beresford** is directing *Banjo & Matilda* about how **Banjo Paterson** wrote *Waltzing Matilda* during a shearer's strike in Queensland.

Kookaburra case arouses judge's ire

Judge **Peter Jacobson** of the Federal

Court in Sydney ticked off publisher Larrikin Music for taking "donkey's years" to finalise the *Down Under/Kookaburra* case. In 2010 the Court found the band had to pay Larrikin 5% of royalties that *Down Under* earned since 2002. Larrikin's lawyers explained they are waiting for **Men At Work** singer **Colin Hay** and EMI Music Publishing to hand over documents to 400 licenses for the song to work out royalties.

Kid Mac heads Musicoz winners' list

Sydney MC **Kid Mac** had two wins at the 2012 MusicOz Awards held at the Sydney Opera House, taking out the artist of the year and best video categories. His single *She Goes Off*, featuring USA's **Mickey Avalon**, has a **Snoop Dogg** cameo in the video which has clocked 100,000 YouTube views. He heads out on tour next month. Other winners were **Anthony Hughes** (Singer Songwriter), **DieVsCity** (Alt), **Chase The Sun** (Live), **Marshall Okell** (Blues & Roots), **I Am Sam** (DJ), **Danni Stefanetti** (Christian), **Radio INK** (Pop), **Stone Parade** (Rock), **Let The Number Be X** (Metal/Hardcore), **The Winnie Coopers** (urban), **Mustered Courage** (Country), **Vera Fernandes** (Dance/Electronic), **Mark Tinson's Steelville Cats** (Instrumental), **The Go Set** (Folk), **Tim Walker** (International), **Liam Burrows** (Jazz/Classical), **Chooka Parker** (People's Choice) and **Andrea Kaden** (Cchoolies). Inducted as Musicoz Legends were **Sarah McLeod**, **Steve Balbi**, **Brad Cole**, **Carter & Carter**, **Peter Hawkes**, **Peter Northcote**, **Cam Tapp** and **Jessie Sparks**.

Statue for Robin Gibb?

A statue for **Robin Gibb** in Queensland? That's one of the ideas being put forward for the late **Bee Gees** brother whose death from cancer prompted an outpouring of grief around the world. Queensland premier **Campbell Newman** says a statue should be erected in Brisbane, or in Redcliffe, north of Brisbane, where the

UK-born Gibb grew up their music career. But C made it clear that any stat from public donations, a the government's purse. his later work as an arden son for artist copyright pr Bee Gees racked up nine 4 the US charts — beaten **Beatles** (with 20) and **Th** (12). Their biggest hit *How Love* (to be played at his f request) spent 33 weeks o The Gibb's are the second r ful songwriting team in tory, after **Lennon-McCa**

Festival Woes # Bluesfest vs Byron Council

Bluesfest co-founder **Pet** threatening Byron Shire legal action over its pla the amount of major mu the region. Only three 4 ing over 6,000 will be all That includes Bluesfest ar In The Grass, but both h millions of dollars in per intended for other even **Michael Chugg** had to m **John** show from the Blu Queensland because of t will vote on it on Thursda

Festival Woes # Tasmania's Ten on the Island

A row broke out in Tasma position Leader **Will Ho** that Tasmanian taxpaye "afford the luxury" of fund Ten Days on the Island at a year "in the current clim he'd halve the funding if power. But the festival's I rector and producer **Ma** argues that it more than self, bringing over \$24 m Tasmanian economy. The (March 15—24) will als Launceston and Burnie a supper clubs and more m music teachers rather tha

Clip #6

UTS Business School – online

2 May

<http://datasearch.uts.edu.au/business/news-events/news-detail.cfm?ItemId=30949>

Renewed support for creative industries innovation at UTS



Professor Roy Green, Greg Combet and Professor Ross Milbourne. Picture by Terry Clinton

In summary:

The Federal Government will support the UTS-based Creative Industries Innovation Centre (CIIC) for a further three years.

Since its launch in 2009 the CIIC has provided business advisory services to more than 600 creative enterprises and recently it has worked with UTS to develop a whole-of-university Creative Innovation Strategy.

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Kate Meagher

VIC AGDA website

25 May

<http://vic.agda.com.au/events/789/creative-industries-innovation-centre's-biztro-consultation---may>

Creative Industries Innovation Centre's Biztro Consultation - May (VIC)

The Creative Industries Innovation Centre's Biztro consultation is all-you-can-digest business advice in 60 minutes. Get ready to discover the recipes for business success.

Micro and small businesses operating in the creative field can now discuss their challenges in a free 1 hour session with a CIIC Business Adviser, in most capital cities and a small selection of regional locations around Australia. The CIIC Biztro is an initiative of the Creative Industries Innovation Centre (CIIC).

Aspects of your business that you may choose to discuss include strategic planning, finances, human resources, marketing and intellectual property among others. Find out more about our CIIC Business Advisers here.

The Metropolitan Biztro is available in Sydney, Melbourne, Brisbane, Adelaide and Perth. Five consultations are held in each of these cities, on the last Friday of every month. The Regional Biztro is available in a variety of regional areas around Australia as one-off visits (please note these are not held as regularly as the Metropolitan sessions).

How to register (for both Regional & Metropolitan Biztro)

1. Join the Network on Creativeinnovation
2. Log in as a Creativeinnovation member
3. Register for a CIIC Biztro session in your State/Territory

Website registration is available 3 months in advance.

2012 Session dates:

Friday March 30 / Friday April 27 / Friday May 25 / Friday June 29 / Friday July 27 / Friday August 31 / Friday September 28 / Friday October 26 / Friday November 30

Regional Biztro consultations

Website registration is available 2 weeks in advance. Regional Biztro's are delivered in partnership with local organisations, on a bespoke basis.

If regional areas are scheduled, these will appear in the State/Territory drop down box.

Venue:

Creative Industries Innovation Centre
Monash University, Caulfield Campus
School of Art and Design
Building G, Level 2, Room 20 OR Room 18
900 Dandenong Road, Caulfield East

AGDA is an association partner of CIIC

Clip #8

Central Coast Business News 'Business Insider' – online

May

<http://centralcoast.businessinsider.net.au/stories/health-social/jamming-together-to-grow-our-music-industry>

Jamming together to grow our music industry

Music stands out on the Central Coast. Whether there's something in the water here or not, no one can deny that our region is a hub of exceptional musical talent. This is true from our musicians, songwriters and composers to our world-class recording studios, video producers and instrumental, vocal and performance training and mentoring services.

So why is it that so many are by-passing the Central Coast and heading to Sydney, Newcastle and the Hunter Valley or further afield to places like Byron Bay for their musical entertainment?

Growing the music industry on the Central Coast

Invited guests associated with the local music scene, government and media representatives attended a forum this week held at Lizottes in Kincumber. Part of the Central Coast Innovation Festival, the forum's sole purpose was to start the important discussion of how to grow the music industry within our region.

A joint initiative between Innov8central, Enterprise Connect and Central Coast Tourism, the forum included presentations by Chris King, Brian Lizotte, Dr Anton Kriz and David Sharpe, a business adviser from the Creative Industries Innovation Centre (CIIC).

The business of making music

Many involved in the music industry will be the first to admit they are great at their art, but not so good at the business side of things. As Chris King pointed out, in these challenging economic times we simply have to stop looking to Government to solve all our problems and start getting out there with a business case to move forward.

"If the Government is to invest, they need to see the case in business terms," he said.

CIIC business adviser David Sharpe's presentation focused on the business side of the music industry.

CIIC's role is to act as a conduit between the Government and the creative industries. David said that today more than ever, there is a real challenge to (as Brian Lizotte put it) "get bums on seats", which at the end of the day is what it's all about. Why the challenge? Because there's more choice for consumers than ever before, meaning they don't even have to leave their couch to get instant and often free entertainment.

What does the digital world mean for musos?

The digital world means that today more than ever, anyone involved in the music industry must have a solid business model and plan that shows value to both the consumer and the business.

The model must address the following:

- Why should people give you money?
- How can you make a profit and can you measure it?
- How will you protect yourself from relentless commodities and price wars?
- Who are your customers, how loyal are they and how do you communicate with them?

Musos collective

The forum acted as the foundation for starting a Central Coast music cluster, based on the idea that has been successfully adopted by the manufacturing, innovation and social enterprises sectors here on the Coast.

Active round table discussions at the forum culminated in several suggestions to move forward, including:

- The establishment of a musos collective with monthly networking
- A centralised booking system for events
- Ensuring the Central Coast Events Alliance encompasses all local events
- Ideas for various entertainment tourism products along the lines of the Byron Bay Blues Festival and the Tamworth Country Music Festival (but with our own unique brand and identity)
- Coordinating events that offer visitors to the Coast an unbeatable reason to come and stay e.g. stay 2 nights, go to a game at Bluetongue Stadium on Friday night, go to the markets on Saturday and see a great show or a live band on Saturday night.
- Standardised fees for musicians
- Empowering musos to promote themselves through education

As Chris King said, "The Sky's the limit if we get smart."

Clip #9

MP Simon Crean website

26 May

<http://www.minister.regional.gov.au/sc/speeches/2012/CS20.aspx>

**Official launch, Song Summit 2012 Sydney
GENERATE PILOT**

We also want to build the capability of the next generation of songwriters, composers, bands, music managers and publishers.

That's why - with APRA - we launched GENERATE: an Australian music enterprise investment pilot.

Since it was launched, GENERATE has delivered training in:

- Business development knowledge and skills;
- Expert mentoring support;
- And access to financial investment.

In March this year, I announced that 15 music enterprises would undertake an intensive master class for entrepreneurs in the music industry.

Last week, the pilot concluded.

Those 15 talented Australians will each receive \$30,000 to pursue their original ideas and business models.

And they came up with some great ideas, including:

- New apps to learn music;
- And new technology to allow real-time interaction between the band and audience.