

## CIIC Media Coverage Report June, 2012

### Clip #1

UTS Newsroom – online

04 June

<http://www.newsroom.uts.edu.au/news/2012/06/creative-by-design>

### Creative by design



The new six-year Creative Innovation Strategy aims to position UTS as a world-leader in creative innovation. The strategy has entered its first phase of implementation - looking at how UTS's faculties define creative industries and creative innovation

What wisdom can UTS distill from the world of feature film character development? According to doyen of creative industries Hael Kobayashi, wisdom that transforms thinking and produces graduates and researchers with astounding problem solving capabilities.

Photo of Hael Kobayashi by Joanne Saad Hael Kobayashi, photo by Joanne Saad

Kobayashi, who brings more than 30 years' experience in film, digital and new media, design and performing arts to UTS, is the nexus between the university's Creative Innovation Unit (UTS:CI) and the Creative Industries Innovation Centre (CIIC), a joint Australian Government-UTS initiative. Since its launch three years ago, the CIIC has provided business advisory services to more than 400 creative enterprises.

Wearing two hats – Executive Director, UTS:CI, and Associate Director, CIIC – Kobayashi recognises the potential for introducing the CIIC's ethos and approach into what he calls the "university ecosystem". His six-year Creative Innovation Strategy (CI Strategy), which aims to position UTS as a world-leader in creative innovation and has just entered its first phase of implementation, does just that.

"When we look at the way today's entrepreneurs in Sydney are setting up their business models," says Kobayashi, "it's evident they don't make as many distinctions between sectors as their predecessors once did".

According to Kobayashi, this shift in thinking occurred during the global financial crisis when entrepreneurs recognised a need for collaborative knowledge to get their businesses going. This, combined with the increased connectivity of the digital world, has equaled a changed paradigm – not only for creative enterprises but also for graduate and researcher attributes and capabilities.

"We are beginning to see more people in universities who work in highly collaborative, multidisciplinary ways." This idea of collaborative knowledge is at the heart of his strategy.

Creative innovation, says Kobayashi, already exists in different forms right across the university. "There's frequently a misconception that it only happens in design. Engineers, for example, undertaking deep research and development use an approach that's fairly similar to a design process".

The UTS Business School was an early adopter of, and advocate for, a multidisciplinary and collaborative approach to problem solving – an approach they call 'integrative thinking'. "This is all part of the creative intelligence movement that the UTS:CI strategy is now facilitating," says Kobayashi.



Ellen Yang is Senior Manager of Creative Innovation for UTS:CI. Yang, whose background is in economic and arts strategy and policy, and industry development, is implementing the plan alongside Kobayashi. "We're working across faculties," says Yang. "As a starting point, we're looking at how they define creative industries and creative innovation, and where they see themselves within creative intelligence. The CI Strategy aims to provide a connection point and a conduit that brings their existing work to the surface," she says.

The concept of collaborative knowledge brings us back to feature film creature development. Kobayashi was working in the Californian film industry when he and his colleagues first realised the possibilities of a creative-intelligence approach.

Films such as Antz and Shrek were being developed at a time when universities in California were developing newer ways of using computer-generated images.

“We began to see the opportunities for collaboration between university researchers and industry, involving engineers, physicists, animators and computer graphic specialists,” he says. “It meant we could undertake some very deep and specific research in partnership, and in turn, university researchers could see their applications taking shape in the film industry. It was highly collaborative.”

Some of those collaborations led to early generation software that enhanced photo-real creatures, digital visual effects and animation. Some feature film studios, such as DreamWorks Animation, are now providing opportunities for select university researchers to take their sabbaticals in their studio environment. Software used for digital visual effects and animation are great examples of multi-disciplinary collaboration. “That approach to open-source thinking represents the next wave of transformation now taking place”.

Kobayashi hopes to encourage more of this kind of development at UTS. While the strategy is ambitious, Kobayashi says they’re taking a staged approach to implementation, starting with an initial program. “Right now we are in the early stages of collaboration and implementation with the faculties of Design, Architecture and Building, Arts and Social Sciences, Engineering and Information Technology, and the UTS Business School.”

Although the approach is focused internally, it is not inward looking. Sparking lively dialogue about creative innovation is crucial. One of the initiatives so far has been a series of UTSpeaks lectures titled Shapeshifters. In this series, UTS experts from different disciplines have taken to the stage alongside industry professionals and international academics on topics such as ‘The New Creatives’ and ‘Culturing Innovation’. Kobayashi plans to continue these public conversations over the course of the strategy’s six-year implementation.

The approach also harnesses the digital world’s concept of open source knowledge. “Being exclusive about anything doesn’t work in the 21st century,” he says.

Next month staff and students across the university, as well as creative professionals and external partners, will participate in three innovation labs, each with a different approach to design-led innovation. The aim is twofold – to help people in different disciplines get more traction with their ideas and, perhaps more importantly, inform curriculum development.

“It’s also about putting creative intelligence at the centre of learning,” says Kobayashi. “Imagine a creative innovation elective available to all students, regardless of their faculty, that augments what they are currently learning and putting into practice”. The labs will be repeated in October.

Two organisations have already expressed interest in partnering with UTS on research endeavours. “Potential partners stand to benefit from the synergies between the ideas they are currently working on and ongoing discovery here at UTS,” says Kobayashi. The partnerships potentially provide opportunities for student internships too.

By 2018, Kobayashi and Yang hope to see a new generation of graduates, who are increasingly adept and agile in their ability to solve the critical problems and challenges that lie ahead.

They are confident UTS will realise its goal – the university executive has identified the CI Strategy as a priority and the team from UTS:CI have, so far, been met with enthusiasm across the institution.

“It’s that willingness and wanting to participate that’s going to enable us to have a strong internal strategy”, says Kobayashi. “One of the things I appreciate most about UTS is its critical mass of fantastic thinkers and doers — they exist in every faculty, centre, institute and unit, and that’s remarkable for an organisation this size.”

## **Clip #2**

Campaign Brief – website

12 June

<http://www.campaignbrief.com/2012/06/hael-kobayashi.html>

**Hael Kobayashi, executive director of creative innovation at University of Technology Sydney to speak at CreativeMornings**



CreativeMornings Sydney has announced its June breakfast lecture session featuring Hael Kobayashi, executive director of creative innovation at the University of Technology Sydney.

Kobayashi, who is a doyen of the creative industries and chair of Digital Sydney, will speak about the theme: The Intersection of Arts + Technology, at the event, which is the second of the free monthly breakfast lectures to take place in Sydney.

Kobayashi has more than 30 years experience in film, digital and new media, design and performing arts and has held senior roles with OmniLab Media Group, Lucasfilm's Industrial Light + Magic and DreamWorks Animation. Kobayashi was associate producer for Animal Logic on the Oscar winning, animated feature "Happy Feet".

Since 2004, he has been involved with Sydney's emergence as a creative innovation hub, as chair of digital Sydney and he is associate director at the Creative Industries Innovation Centre (CIIC).

CreativeMornings Sydney is part of the global CreativeMornings movement, which was launched in New York in 2008 by Tina Roth Eisenberg (swissmiss). CreativeMornings are a series of casual, accessible events that serve as a mini-conference and inspirational community boost before work. The events now take place in 29 cities around the world.

This month marks the first time in the event's history, that all 29 CreativeMornings chapters will host their events under the one unified theme.

CreativeMornings Sydney is supported by creative company BMF and design school Tractor.

CreativeMornings Sydney will take place on Friday 15 June from 8.30am at Surry Hills Library and Community Centre. Tickets are free and available online.

### Clip #3

Blue Sky Design Group – website

21 June

<http://www.blueskydesigngroup.com.au/news/view/design-integration-pilot/>

### Design Integration Pilot



The Design Integration Pilot is helping Australian manufacturing businesses transform through design, proving designers may become in demand as business strategists.

Many Australian manufacturers have acknowledged that innovation is key to their survival in an era characterised by increased global competition and a strong Australian dollar.

The Australian Government has also acknowledged the manufacturing sector needs to reinvent itself to combat higher salary costs, skills shortages and a decline in productivity.

As experts in design thinking and creative problem solving, it stands to reason that designers are well placed to help Australian manufacturers transform their businesses.

“Design has emerged as a serious tool for business growth in the high cost economy,” says Adam Blake, national programs and partnerships director at the Creative Industries Innovation Centre (CIIC). “You need only look at the success of design-led firms in Scandinavia, Germany and Northern Europe to realise that design delivers a significant return on investment.”

Whereas Europe boasts a rich heritage of design-led manufacturing, many Australian manufacturers have little experience in working with designers.

As a result, Enterprise Connect, the Integrated Design Commission of South Australia and the NSW Department of Trade and Investment, Regional Infrastructure and Services have partnered to run the Design Integration Pilot, a one year pilot program that unites designers and manufacturers in South Australia and New South Wales with the goal of driving innovation, profitability and global competitiveness.

Modeled on design integration programs in NZ and the UK, the Design Integration Pilot has two key goals: to transform Australian manufacturers to be more innovative and, ultimately, profitable through enhanced design capability and to arm designers with the skills required to work with industry as business strategists.

“For many manufacturers, it will require a complete cultural transformation and an entirely new way of thinking about their business strategy,” says Blake.

The Better By Design Program set out to increase New Zealand’s manufacturing exports by \$500 million within five years, yet exceeded this target in just three and-a-half years. The UK Design Council’s business mentoring program, Designing Demand, also delivered impressive results with return on investment for every pound spent of 25:1.

Tim Horton of the Integrated Design Commission South Australia says the value of the Design Integration Pilot, “should not be underestimated”.

“Australia is experiencing a blind spot and a skills gap,” says Horton, who believes government and industry must acknowledge the role of the creative enterprises in reviving underperforming sectors.

“I don’t think Australia’s tertiary education system gives sufficient emphasis to design as a problem-solving enterprise. It is still a product-focused profession, but if you look to countries like the United Kingdom and Finland, design is a strategic thinking exercise that can be applied to any sector or macro economic challenge,” says Horton. “We have to move away from defining ‘design’ as a product outcome, to seeing ‘design’ as a process.”

What’s needed, according to Horton, is a national design policy that drives innovation in enterprise. “Innovation isn’t just about rivets and bending steel, it involves guiding industry to explore new markets and products through creative thinking.”

Designers of the future will have the opportunity to design not just products, logos and brands, but also business strategies, operational systems and business models – providing they possess the business skills and acumen required to do so.

#### REDEFINING DESIGN

“A decade ago, creating a good product with minimal design input was still was a viable business proposition. But today’s market is far more complex and demands a more integrated design process,” says Mark Armstrong, Creative Director at Blue Sky Design Group in Sydney, an industrial design consultancy.

“Companies and brands have to invest in intellectual property and innovation to achieve differentiation, and designers are best positioned to help them do this.”

Whereas management consultants help companies identify needs and opportunities, designers complete the puzzle by transforming analysis into solutions.

This may entail anything from packaging design to designing customer experiences. For example, Blue Sky worked with Qantas to redesign the check-in process at airport terminals. This involved understanding staff behaviour, analysing customer traffic flows, and collaborating with ergonomists to embed new technologies into the travel experience.

As a participant in the Design Integration Pilot, Armstrong is now receiving training from New Zealand-based design integration specialists Equip, headquartered in Auckland. He believes their training program offers a radically different way of collaborating with clients, teaching designers to think and act with greater business focus.

“We are learning techniques to engage with senior management and help them analyse their brand and market position, identify opportunities and return with recommendations,” says Armstrong. “The idea is we’ll take companies that are on the threshold of growth, make changes to their product creation processes and operations, and enable them to blossom.”

Andrew Whittaker, partner at product development studio Fingo in Adelaide, believes initiatives like the Design Integration Pilot are vital to bridging the divide that exists between designers and industry.

“I am still amazed at how many manufacturers do not understand the role of industrial design,” says Whittaker.

“In Europe, industrial designers are commonplace. In Australian manufacturing, it seems there are pockets of innovation, but generally speaking many companies are manufacturing ‘me too’ widgets that don’t command great margins, especially when competing against lower-cost imports.”

He says the Design Integration Pilot’s methodology represents “a quantum leap from the standard process”. Ordinarily, designers receive a brief from their clients and are distanced from day-to-day manufacturing issues, whereas this pilot invites designers to delve into a company’s structure, vision and values to identify strengths and weaknesses.

“It is still early days, but we are confident that investment in design and innovation will be the key to the success of these local manufacturers. The hope is that if a few of these companies are successful then the whole process will become ‘contagious’,” says Whittaker.

## DESIGN THINKING: A FAD OR OPPORTUNITY?

Around the world, business executives are recognising the value of creative skills such as brainstorming, prototyping and synthesising ideas.

“The rise of ‘design thinking’ presents a huge opportunity for designers, but only if they’re smart about it,” says Maureen Thurston, design leverage consultant at Second Road, Sydney.

“Many management consultants are now claiming to be design thinkers, and some designers may feel threatened at seeing them step into this space. It’s really up to designers to make the most of this opportunity, or ‘design thinking’ could become another management fad just as ‘reengineering’ was the buzzword of the 1980s.”

In order to work with businesses more strategically, designers must learn the language of business. This may be as easy as reading books on leadership, entrepreneurialism and management, or enrolling in a business course. This year, the Design Institute of Australia and the Australian Graphic Design Association are launching professional development courses focusing on strategic design, design thinking and design integration.

Alexander Lotersztain, founder of design consultancy Derlot in Brisbane, believes universities and educators must do more to teach designers to broaden their knowledge of business.

The onus also falls on designers to develop their business skills. “Many Australian manufacturers aren’t used to dealing with designers, but if you have the right attitude they will be open to your ideas. I can’t tell you the number of times I’ve taken a six-pack of beer to a manufacturing plant on a Friday afternoon and said, ‘I’d love to come up with some ideas with you’,” he says.

Derlot’s partnership with Planex is a good example. Planex specialises in office storage, and Lotersztain first encountered the company’s designs at a Melbourne trade fair several years ago. On his next trip to Melbourne, Lotersztain made time to visit the Planex factory when he offered to design new products, which extended Planex’s product range to office furniture, shelving and screens.

“I see the role of the designer as helping clients open new doors and niches. My designs for Planex didn’t break the mold completely, but it did take their product line a little further,” says Lotersztain.

So what skills do designers of the future require?

“Designers are thinkers. They enjoy observing the world, they understand global trends, and they can design everything from product ideas to marketing campaigns and operational systems,” says Lotersztain.

“A good designer can make everyone work together as a team. Most companies have separate divisions for engineering, marketing, sales and design. Designers can bring all these elements together to generate cashflow, hype and communicate the design vision and product – that’s where I see design playing a major role in industry.”

Not all CEOs will be open to working with designers at a strategic level.

“This approach is not for everyone. It is best suited to companies that are prepared to go through a process of transformation by building design capability into their thinking and business strategy,” says Blake.

The Design Integration Pilot involves a small group of manufacturers, who are now working with designers to develop products and services that command a premium price, decreasing production costs and increasing return on investment.

As Thurston says: “Companies that invest in design early and often tend to get to market faster with a better product and a stronger brand.”

However, designers need to understand where they fit into the bigger picture. “When I trained as an industrial designer, I was never given any leadership training as there was no expectation I would ever become a leader – leadership was what business graduates learned. But today’s designers need to have a much better sense of their power and influence,” says Thurston.

The Design Integration Pilot is a Commonwealth and State partnership funded through the Department of Industry, Innovation, Science, Research and Tertiary Education (as part of the Clean21 Making Better Managers Initiative), the Commission for Integrated Design South Australia, and NSW Trade and Investment.

The Design Integration Pilot is one of four CIIC pilot programs which aim to identify new business models, opportunities, networks and markets.

#### **Clip #4**

City of Sydney – attached pdf on website

25 June

[www.cityofsydney.nsw.gov.au/.../120625\\_COUNCIL\\_ITEM3...](http://www.cityofsydney.nsw.gov.au/.../120625_COUNCIL_ITEM3...)

COUNCIL 25 JUNE 2012

SUPPORTING NEW CREATIVE ENTERPRISES 14172506

MINUTE BY THE LORD MAYOR

As the global economy continues to face major upheavals, coupled with a dramatic shift from west to east and the continued challenge of ensuring a sustainable planet, our future will increasingly depend on the talents and ideas of our people. Fostering creativity and innovation is becoming increasingly important.

We will need to develop new ways of encouraging entrepreneurial spirit and providing supportive environments that allow for experimentation, risk taking and failure.

Fostering creative talent was a focus of our most recent City Talk, Smart Sydney on Monday 28 May, which asked the question: “How do we create an environment for inspiration and innovation?”

During the discussion which followed an inspiring presentation by Chris Anderson, our panellists discussed the challenges facing new creative enterprises, including the difficulties in attracting investment beyond the initial start up stage. Many of these enterprises are engaged in developing new and exciting innovations using computer, internet and mobile technology, communications and digital media for business, science, medicine, entertainment and the arts.

David Vandenberg, the Director of Fishburners, which provides and manages space and facilities for new creative ventures, said that Australia’s investment was a barrier. Australian investors were generally risk adverse, preferring businesses with customers, a good track record and which were already earning revenue. This contrasted with Silicon Valley where most investment is directed to early stage ventures.

Hael Kobayashi, Executive Director of Creative Innovation, and Associate Director of the Creative Industries Innovation Centre at the University of Technology, said that this often resulted in such enterprises selling their businesses to overseas companies, often in the United States. Australians will then buy shares in those companies without realising that they are investing something that was created in Australia.

Mr Kobayashi suggested there was a need for programs which can better facilitate connections between investors and creative enterprises and which help larger companies engage more deeply and effectively with innovation and the Sydney creative economy.

The City has a role to play in supporting this. At the City Talk I gave a commitment to ask the Chief Executive Officer to look at ways the City could act to broker or blind date

venture capitalists with start ups.

Since I gave that commitment, and it was subsequently reported in various media and internet outlets, I have received letters and emails from businesses, organisations and individuals wanting to know how they can support and work with us.

I have been contacted by people already involved in encouraging connections between investors and innovators and by people working with our schools to foster the next generation of entrepreneurs. A major internet communications technology company has offered to provide some free service to start ups. A PhD student who has recently completed a thesis on the creative industries has offered to share his research. Others have offered to provide their expertise and experience from working in business or the creative industries.

This response is encouraging and suggests the City may be most effective in working with and supporting others already involved in fostering creative enterprise investment. Also encouraging is the increasing number of vehicles for channelling investment and support to new creative enterprises. There are a number of websites promoting crowd funding, where people come together to pool their resources to support diverse initiatives and ventures such as humanitarian projects, community campaigns, alternative media, film and theatre productions, technology start ups and other new ventures.

New organisations and networks are being formed to support and encourage start ups. Last month I launched Springboard Enterprises which will bring together women entrepreneurs with potential investors and mentors, and lawyers, financial advisors, bankers and accountants who will support them. A similar organisation has been established to support creative enterprises established by young people.

This month I launched 66 Meet-Ups, a series of networking events for technology startup ventures, creative establishments and cultural organisations based in Sydney. People within the GLBT community are also planning a networking event or conference to look at ways of encouraging creative start ups.

The City is well placed to support these initiatives. We worked with Fraser's Property on the old brewery site at Broadway to provide temporary spaces for young creatives, establishing a model for using vacant spaces awaiting development, renewal or decisions about their long term use. We have adopted the same principle for our own properties in places such as Redfern Street, East Sydney, Woolloomooloo and Taylor Square.

Twelve months ago I proposed making spaces in our Oxford Street properties available for artists and new creative enterprises. A comprehensive expressions of interest process resulted in 18 tenants moving in, including web start up AroundYou.com.au, textiles design house Rouse Phillip, the shopfront gallery space Platform 72, and two coworking spaces, Home/Work and Fishburners. Some businesses have made the most of this opportunity and are already looking to expand.

The City is currently undertaking a similar process for our William Street property and we are currently investigating ways we can encourage private property owners to make their vacant spaces available for creative uses.

The City is also strongly committed to supporting small business and new enterprises through our hardworking economic development and business precincts teams, and programs such as our Lets Talk Business seminars, the City of Sydney Business Awards, our Smart Green Business Programs, our Finegrain Business Development Matching Grant Program and our Village Business Partnership Grant Program.

Supporting this is our investment in Sydney's creative culture - \$23 million in the last financial year. In addition to producing and supporting festival and events and supporting creative activities through our grants and sponsorship programs, much of this investment is providing new space for creative endeavour, in our parks, public places and by opening up our inner city laneways. These are fast becoming spaces for innovation, with public art and opportunities for people to open galleries, specialist shops, small bars and cafes where people can meet and exchange ideas.

Our strong relationships with government, business, universities and the creative

industry can be harnessed to encourage initiatives to support new creative enterprises. Significantly, the City supported the University of Technology's successful bid to host the Creative Industries Innovation Centre (CIIC), which is part of the Australian Government's Enterprise Connect program and is now recognised as a Centre partner. Created specifically for Australian creative companies and entrepreneurs, the Centre is a dedicated business resource and networking tool, delivering a range of services designed to support creative businesses of all sizes in Australia.

Our work and these relationships provide the City with a unique opportunity to contribute to solutions to the challenges facing new creative enterprises.

#### RECOMMENDATION

It is resolved that Council request the Chief Executive Officer to investigate and report on opportunities for the City of Sydney to:

- (A) support new and start up creative enterprises within the City of Sydney; and
- (B) work with the Creative Industries Innovation Centre at the University of Technology, other universities, government agencies, organisations, businesses and individuals with relevant skills, experience and expertise to support new and start up creative enterprises, particularly assisting them to access resources and investment capital.

COUNCILLOR CLOVER MOORE MP  
Lord Mayor

#### Clip #5

AIMIA – online  
27 June

<http://www.aimia.com.au/home/events/industry-events/interactive-skills-integration-scheme--interactive-media-workshops>

#### The Interactive Skills Integration Scheme – Media Workshops

The Interactive Skills Integration Scheme (ISIS), funded by DIISRTE's Workforce Innovation Program, is a two-year industry development project targeting the interactive media industry.

ISIS is led by Australia's leading centres for creative industries research and business development: the Creative Industries Innovation Centre (CIIC), the ARC Centre of Excellence for Creative Industries and Innovation (CCi) and QUT Creative Enterprise Australia (CEA).

Industry workshops are offered in Brisbane and Sydney, with an additional workshop specifically tailored for educators being facilitated in Brisbane (immediately after the industry session). These free workshops include lunch, Q&A panel sessions and take-home copy of the ISIS Integration Framework, a 'how to' toolkit for companies looking to evolve new business opportunities through interactive media.

For more event information please download the education and industry workshop flyers:

#### Education Workshop

Australian Interactive Media & Games Education: Improving industry outcomes for students.

This free session brings together interactive media professionals and educators to discuss the state of play for interactive media and games education in Australia.

Brisbane only – 12.30-4.30pm, Wednesday 11 July 2012

#### Industry Workshop

Interactive media companies – discover how to access business opportunities and new markets for your services.

Brisbane – 9am-12.30pm, Wednesday 11 July 2012

Sydney – 9am-12.30pm, Wednesday 18 July 2012

#### Clip #6

QUT Event .pdf Flyer – online  
June

<http://creativeenterprise.com.au/files/2012/06/QUTCE-0002-ISIS-Event-Flyers-IND-FA.pdf>

## ISIS

Interactive media companies - discover how to access business opportunities and new markets for your services.

This free workshop includes lunch, Q&A panel sessions and take-home copy of the ISIS Integration Framework, a 'how to' toolkit for companies looking to evolve new business opportunities through interactive media.

Brisbane Wednesday 11 July 2012, 9am – 12.30pm The Glasshouse, Z2, QUT Creative Industries Precinct, Kelvin Grove, Brisbane

Sydney Wednesday 18 July 2012, 9am – 12.30pm ATP Innovations, National Innovation Centre, Australian Technology Park

RSVP Wednesday 4 July (Brisbane) or Wednesday 11 July (Sydney) by email [info@creativeenterprise.qut.com.au](mailto:info@creativeenterprise.qut.com.au) or phone 07 3337 7801

Given the advent of higher broadband speeds available to Australians through the roll-out of the NBN, customer interactivity is increasingly underpinning the way businesses, institutions and public-service sectors deliver their products and services.

Find out how the mechanics and design processes traditionally employed in game-play and interactive media capabilities are increasingly being applied to broader product and service delivery applications through this FREE workshop.

This workshop features key success outcomes undertaken through the Interactive Skills Integration Scheme (ISIS) which has connected interactive media businesses with “non-games” industry sectors in Queensland, New South Wales and Victoria over the past two years to enhance competitiveness for all stakeholders.

This workshop will demonstrate key learnings through ISIS with case studies from participating businesses including:

- Zone4 and GBI working to advance a revolutionary process for data and analytics of productivity in the mining sector.
- Toggle Media and the University of New England's SiMERR (National Centre of Science, Information and Communication Technology and Mathematics Education for Rural and Regional Australia) working to develop a numeracy and literacy development program targeting disengaged adults in rural and regional areas.
- Media Saints and Australian Turntable Company working to create a digitally-facilitated international franchising system for globally-oriented, locally-operated manufacturing companies.

This workshop is a unique opportunity to:

- access the latest expertise in interactive media to target key growth areas in your organisation;
- develop new ways to engage clients, customers and stakeholders to improve your operating business process;
- access key strategic insights and innovation capability to evolve a new project, design or system to benefit your organisation;
- connect with professionals and leaders in interactive business transformation to assist business growth and development.

Who should attend?

- Any business interested in learning about ways to innovate and access new skills through interactive media including resources, education, professional services, health and manufacturing.
- Interactive media businesses that are looking for ways to enable business diversification.
- Government, industry associations, education and training providers, and students interested in gaining new innovation perspectives on interactive media business opportunities.

RSVP

Please confirm your place by Wednesday 4 July (Brisbane) or Wednesday 11 July (Sydney) by emailing [info@creativeenterprise.qut.com.au](mailto:info@creativeenterprise.qut.com.au) or phoning QUT Creative Enterprise Australia on 07 3337 7801. For more ISIS information please visit [www.isisinteractive.net.au](http://www.isisinteractive.net.au)

ISIS is a two-year innovation project supported by the Australian Government's Department of Industry, Innovation Science, Research and Tertiary Education (DIISRTE) and the Victorian Government's Department of Business and Innovation (DBI). The ISIS project aimed to research, model and showcase strategies for

integrating interactive media expertise across 'non-games' industry sectors through a series of customised business, education and workforce interventions.

ISIS is led by Australia's leading centres for creative industries research and business development: the Creative Industries Innovation Centre (CIIC), the ARC Centre of Excellence for Creative Industries and Innovation (CCi) and QUT Creative Enterprise Australia (CEA).

#### **Clip #7**

QMusic – website

02 June

<http://www.qmusic.com.au/index.cfm?contentID=607&articleID=9889>

#### **CIIC Biztro Consultations**

The Creative Industries Innovation Centre is providing a limited amount of free one-on-one sessions with a Business Advisor.

Sole traders and start-up endeavors in most creative fields have an opportunity to sit down and discuss strategic planning, finances, human resources, marketing and intellectual property among others.

Taking place on the last Friday of every month, between 9.30am and 4.30pm, up to five, 1 hour sessions are available per session. The next CIIC Biztro will take place on Friday the 29th of June.

Registration for the meetings all other enquires are handled through the CIIC website.

#### **Clip #8**

ScreenWest – website

19 June

<http://screenwest.com.au/index.cfm?objectId=03D07532-FE00-1314-2887675220A2BB2B>

#### **Free business advice for the Creative Industries in WA**

The Creative Industries Innovation Centre (CIIC) is hosting free expert business advice with an experienced advisor as part of the Australian Government's Enterprise Connect program. The one hour consultations are comprehensive, confidential and suited to sole practitioners and smaller companies.

The aim of the session is to workshop one key business issue relevant to you, such as strategic planning, finances, human resources, marketing and intellectual property,.. The sessions are held in Perth throughout the year on the last Friday of every month.

WENDY WERE, Enterprise Connect - CIIC Business Adviser, Western Australia

Dr Wendy Were is one of Australia's leading arts event managers and curators.

An academic, arts practitioner and business manager, Wendy offers a 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.

Her network is extensive and varied, covering the arts and creative industries, the academy, and public and private sectors. In 2008, The Sydney Morning Herald listed Wendy in the top 100 of the most influential people in Sydney. In 2007, she was listed by Artshub as one of the top 15 power players in the arts across bureaucratic, administrative and creative roles, along with Cate Blanchett, Baz Luhrmann, Peter Garrett and James Strong.

Date: Friday, 29 June 2012

Time: From 9:00am - 5:30pm

Where: University of Western Australia Old Senate Room, Room G11 Irwin St Building

Cost: Free

RSVP: Through the website, or call the Enterprise Connect Hotline on 131 791 or Creative Industries Innovation Centre directly on 02 8217 5000

#### **Clip #9**

Spacecubed – website

01 June

<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 #10

Vivid Sydney – website

22 June

<http://www.vividsydney.com/the-winds-of-change-are-blowing-through-the-publishing-industry/>

### The winds of change are blowing through the publishing industry

The winds of change are blowing through the publishing industry with the introduction and uptake of electronic books. But will printed books disappear off the shelves altogether? One of the speakers at the Future of Publishing panel thinks so – and fast.

Tony Shannon, a business advisor at the Creative Industries Innovation Centre, believes books will have gone, or be well on their way to irrelevance, within five years, as readers and writers alike embrace e-books.

"I think it's quite close," Shannon said. "I think people are really going to start to embrace the electronic reading experience. Authors are going to start to embrace the writing of electronic books. So it's the fading of the light."

While the uptake of the technology is slower in Australia than in the US or UK, globally the tipping point came with Amazon.com and the Kindle e-book reader, which was first released in 2007. E-books are here to stay, and it's readers who are driving the change, according to author Simon Groth.

"[The change] has happened so quickly and I think that speaks to that there was a desire there for that experience," Groth said.

Book publisher and editor Joel Naoum, who runs Pan Macmillan's new digital-only imprint Momentum, says consumer behavior and the desire for instant access to content has been key to the change in reading habits.

"It's the change in behavior from buying things in stores to buying them online," Naoum said. "They have that choice of sitting on Amazon.com rather than waiting for two weeks for a print book."

The panel agreed the challenge was for existing publishers to change their business model, and predicted that we will see a rise in niche publishers and major new players, such as Facebook entering into e-book publishing.

But for Alex Byrne, the State Librarian and Chief Executive at the NSW State Library, his concern is: what do we keep for the future?

"I'm afraid we'll lose a bit of our culture, because it gets tied up in ever-tighter intellectual property regulation, ever-tighter rights control systems," Byrne said. "But also that underlying it are software systems which will disappear, and we know that because they always have. For me as a librarian, thinking in coming centuries, what is we're going to capture and carry forward to future generations?"

#### **Clip #11**

Future Now – website

20 June

<http://www.futurenow.org.au/neNews.php>

#### **Free Business Advice for the Creative Industries in WA**

The Creative Industries Innovation Centre (CIIC) is hosting free expert business advice with an experienced advisor as part of the Australian Government's Enterprise Connect program. The one hour consultations are comprehensive, confidential and suited to sole practitioners and smaller companies.

Click here for further details.

#### **Clip #12**

The AU Review – website

June

<http://www.theaureview.com/news/the-state-of-affairs-latest-music-industry-news-june-8th-2012>

#### **CONSULTATION SALUTATION**

The Creative Industries Innovation Centre (CIIC) is providing free one-on-one sessions with a Business Advisor for those involved in the creative arts.

This opportunity is to sit down (with or without a cup of tea) and discuss strategic planning, finances, human resources, marketing and intellectual property among semi-boring topics that you, as a musician would never think about.

These consultations are happening on the last Friday of every month, between 9.30am and 4.30pm and up to five 1 hour sessions are available per session. The next CIIC Biztro will happen on Friday the 29th of June.

Registration for the meetings and all other kind of biz to do with the consultation can be found at [www.creativeinnovation.net.au](http://www.creativeinnovation.net.au)