

## CIIC Media Coverage Report July, 2012

### Clip #1

AGDA – online

July

<http://events.agda.com.au/calendar/791/creative-industries-innovation-centre%27s-biztro-consultation---july/module/default>

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

Date: 27th July 2012

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

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

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 #2

Spacecubed – online

July

<http://www.spacecubed.org/2012/07/26/ciic-biztro-at-spacecubed-august-16/>



The Creative Industries Innovation Centre (CIIC) will once again be providing free one hour individual consultations for Perth creative businesses.

The CIIC Biztro offers businesses and sole traders in any creative industry the opportunity to benefit from the knowledge and experience of Business Adviser Stuart Davis. The CIIC initiative is delivered nationally to support the businesses of creative enterprise.

All-you-can-digest business advice in 60 minutes

Date: Thursday, August 16

Venue: Spacecubed

Business Adviser: Stuart Davis – Creative Industries Innovation Centre

Session Times:

Session 1 : 8:00 – 9:00 am

Session 2 : 9:15 – 10.15 am

Session 3 : 10.30 – 11.30 am

Session 4 : 11.45 – 12.45 pm

Session 5 : 1.30 – 2.30 pm

Session 6 : 2.45 – 3.45 pm

Session 7 : 4.00 – 5.00 pm

Session 8 : 5.15 – 6.15 pm

\*Please arrive 10 minutes prior to your session

To register:

Join the Creative Innovation community

Log in

Register for a CIIC Biztro session in WA

### Clip #3

Screen TAS – online

July

[http://www.screen.tas.gov.au/Events/ciic\\_biztro\\_30\\_august\\_2012](http://www.screen.tas.gov.au/Events/ciic_biztro_30_august_2012)

### Creative Industries Innovation Centre (CIIC) Biztro: Thursday 30 August 2012

CIIC, in partnership with Screen Tasmania, will be providing FREE individual business consultations for Tasmanian creative screen businesses on Thursday, 30 August 2012. The CIIC Biztro service offers businesses and sole traders the opportunity to benefit from the knowledge and experience of the Business Adviser for Victoria and Tasmania, David Schloeffel.

Each consultation session is one hour in duration and there are five sessions available, commencing at 9:30 am. For further details, please refer to the CIIC website: <http://www.creativeinnovation.net.au/business/ciic-biztro.html>

When: Thursday, 30 August 2012

Where: Screen Tasmania's Screening Room, Level 4, 22 Elizabeth Street, Hobart

Cost: Free

Register: <http://www.creativeinnovation.net.au/business/ciic-biztro/register.html>

### Clip #4

SMH – online

27 July

<http://www.smh.com.au/digital-life/smartphone-apps/from-napster-punk-to-music-prodigy-20120727-22yk2.html>

### From Napster punk to music prodigy

His title is "business bro" and he likes playing skateboarding video games, but at just 28, Jai Al-Attas is a Gen Y prodigy.

I wouldn't have got into the music industry if it wasn't for Napster.

He started a punk rock music label, Below Par Records, with his mates at Kingsgrove High School in Sydney when he was just 16, and sold it to EMI in 2009 when it was representing major bands like Kisschasy.

Jai Al-Attas started a record label in high school, now he's helping bands go direct to fans via apps.

Al-Attas believes Zapp is a game-changer for musicians and brands because it allows them to offer location-based special deals to their most loyal fans.

He then moved to LA and made a documentary about the rise of punk rock in America in the 90s, interviewing bands such as Green Day and Blink 182. Aside from a brief airing on YouTube, the doco, narrated by pro skateboarder Tony Hawk, never saw the light of day because Al-Attas couldn't afford the hundreds of thousands of dollars in music clearances required for an official release.

Advertisement

He's now back living in Australia and on to his third venture, Zapp, signing musicians including Matt Corby, The Living End, Angus and Julia Stone, Josh Pyke, Grinspoon, The Getaway Plan, Illy, and several others.

But this is no record label. Al-Attas and some partners have created technology for bands, brands and athletes to create their own apps without knowing a line of code.

His high school passion has sustained him well beyond the point where most decide to get a "real job".

"People might think it's kind of schizophrenic but it's really not because it's all still based around the things that i'm passionate about, which is the cross-section of entertainment and technology," he said.

The apps, many already on the iOS and Android app stores, can be used to sell merchandise or concert tickets and offer fans shareable content such as news, tour dates, photos and videos. Bands can create the apps themselves using Zapp's online tool.

But for fans the most valuable feature is the ability for brands, bands and athletes to target them with exclusive goodies. The special fan offers are location-based so they can, for instance, choose to offer fans attending their concert a backstage pass or merchandise discounts via the app.

"You could take it a step further and a band could record an album and they might record two extra tracks that are app-exclusive but the way that you get the app is you get rewarded on your birthday; 'hey happy birthday here's an exclusive track that's not on our album'," Al-Attas said.

"All the stuff that you're giving to the fan might actually cost the band nothing like meet and greets but it's actually really valuable to the fan."

But for such a hardcore music lover, he had a surprising admission: "I wouldn't have got into the music industry if it wasn't for Napster."

He acknowledged that the illegal file sharing service was the catalyst for the decline of CD sales but said he used Napster to find many of the unsigned punk bands he recruited for his record label.

"Obviously I bought CDs but Napster opened up a whole new world ... the labels were just too slow to pick up on it and realise how powerful the internet was going to be."

Al-Attas, who lives in Haberfield in Sydney's inner west, is currently in Los Angeles, where he is launching Australian professional surfer Taj Burrow's app at the Nike US Open of Surfing. Other sports people he's signed include world champion Australian snowboarder Alex Pullin and a professional BMX rider from the US named Mike Spinner.

"There's no doubt that people are consuming more and more on their phones these days and to have my content available in their pockets is pretty awesome," said Burrow.

"The fact that I can ZAPP people who own my app exclusives not available anywhere else is also another plus."

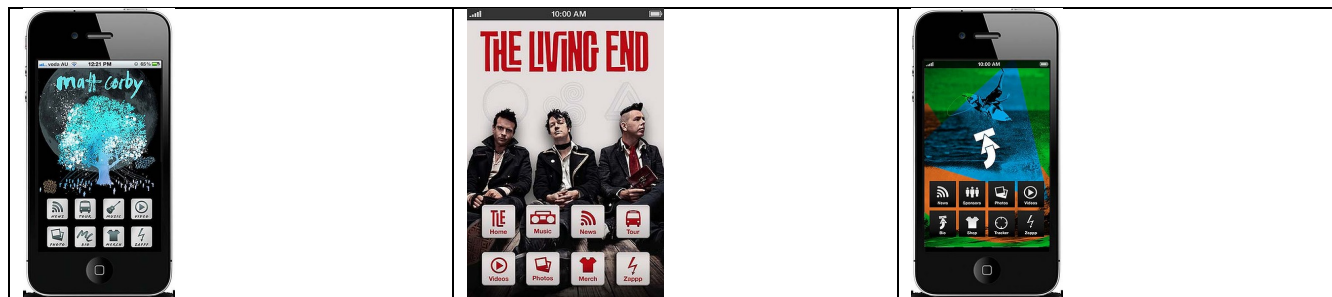
Al-Attas is also over in the US to sign up more brands to Zapp and has already launched an app for Macbeth Footwear, a shoe company owned by one of the members of Blink 182.

He has been working on Zapp for over a year and the company is completely bootstrapped, which means it hasn't taken outside investment. He received a small government grant as part of the GENERATE program to stimulate the music industry.

Al-Attas is used to stretching his cash, as when Below Par Records began it had just \$1200 to its name. Their first big hit was signing For Amusement Only, a unknown band then which went on to sell 10,000 copies of their CD. That was the break Al-Attas had been looking for.

Zapp has been earning revenue from pretty much day one, and is now charging personalities and brands who want to create apps a monthly subscription fee of \$9.95 for the basic version and \$89 for the full pro version.

The company is sponsoring the music industry's BigSound 2012 conference in Brisbane in September and will build the official conference app.



#### Clip #5

The Music Network – online

30 July

<http://www.themusicnetwork.com/music-features/industry/2012/07/30/zapps-jai-al-attas-talks-apps/>

#### ZAPPP's Jai Al-Attas talks apps

Sydney-based app company ZAPPP create "intuitive and engaging mobile apps for bands, brands and athletes." Today the company launches, and we catch up with co-founder Jai Al-Attas to find out why he thinks apps are one of the most powerful marketing tools ever.

#### What made you decide to get involved in the world of apps?

The idea actually came from one of our directors Jaddan Comerford, who was looking for a local app solution for one of the bands he managed and didn't understand why there wasn't one - so we teamed up some developer friends, Shane and Michael, to create ZAPPP. We were really conscious about only getting involved in the app space if we thought we could offer something different, so we approached it from the point of view of the user - what would make me want to own this app?

#### You stated: "The whole point of starting ZAPPP was that we didn't want to just create mobile versions of band websites and call them an app." In which main ways will your apps differ from glorified websites?

Well, going back to the point above and viewing the app-owning experience from the point of the view from the user, we created the ZAPPP feature: a functionality that uses push notifications to reward your fans with exclusives based on their real-time location, gender or age. This is something that websites or web apps can't offer, we still have all the information that pulls from a band's current feeds online into the app but it's rewarding the user through the ZAPPP function, that we think makes it special. Native apps have access to a phone's native functionality such as camera, push notifications and GPS, which makes an app one of the most powerful marketing tools ever.

#### We hear that Matt Corby has become involved. What will his app offer?

Matt Corby's app will be going live in August. Once again he will be able to reward his fans with money-can't-buy experiences just for owning his app - for example, say he's playing a show at the Enmore Theatre. He could choose to ZAPPP people within 50 metres of the venue with a message, giving them 50% off merch or access to an exclusive meet and greet for app owners only; as well as obviously having access to his news, Twitter, music, photos and videos which update in real time. It just creates a really organic relationship between Corby and the fan - makes them feel special and gives him direct access to their pockets.

#### You were helped out by the Generate program. What practical benefits did you get from this, aside from the obvious financial support?

Generate was awesome, apart from the obvious financial benefits, the workshops were really beneficial and we learnt how to create a proper business plan if we were to scale up and look at raising more money from investors. I also got to correct Simon Crean when he pronounced my name wrong.

#### What have the major stumbling blocks been in regards to getting this project off the ground?

Time and money; Because we bootstrapped [self-funded] the company, we've only been able to move as fast as we can with the time that we have available to us - which wasn't a lot. In this case we've been releasing our product in phases, however we're finally getting to the point where our product is where we always envisioned it, and we think we're really going to see some of our clients do some awesome stuff with the ZAPPP feature and set a precedent on mobile strategy.

**You've ran a record label, shot documentaries and had involvement in numerous areas of the industry. What would be the three main pieces of advice you'd give to someone wanting to follow a similar trajectory?**

My main piece of advice without sounding like Nike is 'just do it'. I decided to do the things that I wanted to do, focused on them and made them come to fruition - lots of people talk about all the great things they're going to do, or new ideas, and that's fine but there's only a select few that follow through with it. Even though my career trajectory might look quite schizophrenic on paper, it's actually all quite interrelated and has been quite a natural progression. It's all based around entertainment, lifestyle and technology.

#### **Clip #6**

ULab website – online

18 July

<http://ulab.org.au/utsci-labs-series-1-1519-july-creative-future>

#### **UTS:CI Labs, Series 1 15–19 July | Creative Futures, Deep Dive and Catalyst**

U.lab supports the UTS Creative Innovation Labs Creative Futures and Catalyst

The CI Labs are organised by UTS:Creative Innovation and the Creative Industries Innovation Centre. The main program runs for four full days. Each day includes morning and afternoon sessions. Participants will choose one of three distinct Lab streams, and remain in that stream for the week. Those in the Catalyst stream, which only runs for two days, are encouraged to attend the morning sessions on the other days as well.

Creative Futures lab: Monday, 16 July – Thursday, 19 July

Creative Futures introduces and explores design thinking as an innovation method. Combining approaches found in design and ethnography, with technology and business skills found in strategic and innovation management, Creative Futures will offer a hybrid approach for idea generation and innovation. Current economic conditions have taught us that we need fresh ideas and perspectives, which can only be achieved by thinking in new, broad and integrative ways. And these good ideas and new perspectives require a chemistry of their own. At the Creative Futures lab, we will create an environment that nudges and blurs the traditional boundaries of 'design teams'. We will encourage you to use entrepreneurship, interdisciplinary thinking and experimentation to solve the problems of the future. You will use rapid pace ideation and prototyping to bring new ideas and thought styles into their innovation process. Creative Futures lab directors are Dr Joanne Jakovich, Dr Wayne Brookes, Dr Melissa Edwards

Catalyst lab: Tuesday, 17 July – Wednesday, 18 July

Catalyst focuses on how to use the practice and principles of design and language to frame and shape strategy-driven business initiatives. In the first afternoon session, clarity of purpose is the goal. We will concentrate on building a proper definition of the problem space, using real-world challenges identified by the participants. The second afternoon session concentrates on the design methodologies required to turn that 'purpose' into a reality. Along with the specific tools presented throughout the course, participants will discuss the challenges inherent in leading change and innovation initiatives inside an organisation unwilling or simply unable to break from rigid habits and thinking, and bad behaviours. Creative Futures lab directors are Maureen Thurston and Dr Jochen Schweitzer.

#### **Clip #7**

Media Wave TV – online

10 July

<http://www.mediawave.tv/site/item.cfm?item=59CF1924C29F442E6E9D3AE372DABB24>

#### **Not Fluffy - Re-imagining the Creative Enterprise.**

Presented by AFTRS Centre for Screen Business, we'll be talking about the value of 'psychic income' in the screen content sector and what it means for producers, what creative enterprises can learn from a 17th

century theatre company, the case for a Copyright Registry (so that copyright works can be more easily found, licensed, and transacted), the findings from an analysis of 300 businesses in the creative sector... and more.

Speakers for the day will all be discussing the important question: 'How can Australian screen businesses become sustainable, profitable and long-lived'

David Court – examining if there are there parallels between 21st century creative industries and the success of Shakespeare?

Dr Jordi McKenzie analysing the exciting results of the latest Box Office Prophecy Experiment

Prof. Michael Frazer on Copyright of the future

Tony Shannon from for the Creative Industries Innovation Centre discussing Creative futures

Prof. Deb Verhoeven looking at the changing landscape for Producers in the new Australian screen culture

Simon Molloy examines at how our creative industries work on a mixture of love and money

Other speakers:

Sandra Levy CEO AFTRS (Chair)

Brian Rosen (SPAA President),

Neil Peplow (UK producer and AFTRS Head of Screen Content),

Dr Chris Burton (UTS Business School).

### Clip #8

AbaF website – online

July

<http://news.abaf.org.au/newsletters/stateupdates/NSW-04072012.html>

### AbaF NSW News

CIIC 'Biztro'

'Biztro' provide one hour meetings for creative businesses to consult with an experienced business advisor.

Fri 27 July

Creative Industries Innovation Centre

UTS

Building 6, Level 4

702- 730 Harris Street, Ultimo

Times by appointment

Cost: Free

More info>

### Clip #9

DIA website – online

9 July

<http://news.abaf.org.au/newsletters/stateupdates/NSW-04072012.html>

### Starting up your own design business?

Help is just a few clicks away.



If you're in the throes of starting or expanding your own design business, there are a couple of websites currently available of potential interest to small Australian businesses.

Both of them offer a range of services and resources mostly for free or low cost, and one of them in particular focuses on the 'creative' professions like design.

The Department of Industry, Innovation (etc) provides information on current government policy, programmes and projects in relation to small business, and a link to other government agencies that can provide a range of business advisory services.

Topics include, but are not limited to, grants and assistance finders, business planning guides and templates, business checklists, and a directory of government and business associations.

That website can be accessed here.

The Creative Industries Innovation Centre is dedicated to Australia's creative enterprises, big and small, and can be used to view case studies, access resources, business development services and events, browse business resources designed specifically for creative companies, read features and interviews dedicated to the art of creative entrepreneurship, and learn how other creative companies are innovating, growing and expanding.

Visit the CIIC website here.

And of course, don't forget the organisation which brought you this news item, the Design Institute of Australia, Australia's peak body for all categories of professional Australian designers.

The DIA has a huge range of design services, resources and people available to help and inform you about all sorts of design and business issues – particularly if you're a DIA member.

If you're not already a member, you should be.

And if you're not already on the DIA website, you can find it here.

#### **Clip #10**

Murray Arts website – online

July

<http://www.murrayarts.org.au/brightsparks/program/>

#### **Bright Sparks**

Program

Key note speeches: The butter factory theatre

Tony Shannon - The Future of Creative Businesses | 11:00am

The digital world has brought creatives and audiences closer together through disintermediation. This offers both great opportunities and complex challenges for creative businesses. What will the creative business of the future look like?

Workshop sessions 2:30pm – 4pm:

Building your Creative Business Value Proposition – Presented by Anna Rooke | Butter Factory Theatre

This introductory workshop is an opportunity to learn about successful creative business models and to discover tools which you can use to help shape your own future business model and strategy. This hands-on session will enable you to understand the Business Model Canvas, a one-page visual business plan, to map and see your business in a new light. A key part of the Business Model Canvas is defining your creative business value proposition which is essential in attracting new customers, markets and revenues. Innovation, creativity and design thinking underpin its use. This workshop will help you systematically understand, design and differentiate your creative business model.

ALL DAY :

One on One Business Advice Sessions with Tony Shannon

Business Advisor Creative Industries Innovation Centre Sessions are one hour long and business owners and sole traders may choose to discuss issues such as: strategic planning, finances, human resources, marketing and intellectual property among others.

Six sessions are available and bookings for these sessions are by EOI to Murray Arts.