

CIIC Media Coverage Report September 2012

Clip #1

Real Madrid – online site
2 September

<http://realmadridwallpapers.org/soccer/the-interactive-skills-integration-scheme-isis-cci>



The Interactive Skills Integration Scheme Isis Cci Real Madrid Proteus Isis Tutorial-Part 1

Proteus Isis tutorial-part 1 This tutorial shows you how to create circuits in Proteus Isis simulate them and then create PCB with Proteus Proteus is software for

ISIS Program Overview ISIS Interactive

ISIS was a 2-year innovation project aimed to research model and showcase strategies for integrating interactive media expertise across non-games industry ISIS Program Overview ISIS Interactive

ISIS Program List-Menu Categories - USGS Isis Planetary Image

ISIS Program List - Menu Categories This page contains a menu of all Interactive Cube Visualization plot program example IDL Illustrates how to access ISIS cube from ISIS Program List-Menu Categories - USGS Isis Planetary Image

Integrated Sensor is Structure - Wikipedia the free encyclopedia

The Integrated Sensor is Structure sometimes called Integrated Sensor is the Structure ISIS is a program managed by the United States Air Force USAF to Integrated Sensor is Structure - Wikipedia the free encyclopedia

ISIS Overview

ISIS Overview Purpose ISIS provides a comprehensive user-friendly statistics and plotting interactive NASA Data Analysis Program participants USGS ISIS Overview

The Interactive Skills Integration Scheme ISIS CCI

Overview Staff Students Advisory Board Blogs About The Centre Annual The Interactive Skills Integration Scheme ISIS The Interactive Skills Integration Scheme ISIS CCI

ISIS Interactive

ISIS was a 2-year innovation project aimed to research model and showcase strategies for integrating interactive media expertise Log In ISIS Program Overview ISIS Interactive

Overview Of Services - Isis Interactive

Isis Interactive Instructional Design and Interactive Overview Of Services Includes all technical support to program test and Overview Of Services - Isis Interactive

ISIS - An Interactive Survey Information System

An Interactive Survey Information System ISIS is a computer program which emulates a Building Survey Overview Introduction System Requirements System ISIS - An Interactive Survey Information System

Isis Interactive An award winning company

Isis Interactive An award winning company Training -- This training program for BarnAkademi in Sweden -- ISIS produced a Swedish multimedia overview of Isis Interactive An award winning company

Content frameset - Pompeii Interactive

Isis Worship Isis worship was a mystery religion which became popular in the Roman world in the first century AD and this is indicated by the splendid sanctuary at content frameset - Pompeii Interactive

Clip #2

AGDA – online site
3 September

<http://events.agda.com.au/calendar/895/business-model-canvas-seminar-melbourne---monday-3rd-of-september>

Business Model Canvas SEMINAR: Melbourne - Monday 3rd of September (VIC)

Date: 3rd September 2012

The Business Model Canvas seminar will provide insights to how you can Transform Your Business.

"Great opportunity to step outside your business and look at it strategically."

"Really informative, motivating and thought provoking."

"The canvas is spectacularly good and I will use it with my business and clients."

"A great opportunity to look at our business from the outside."

"Helpful, lots to think about and also a great tool for some current tender process I am currently involved in."

BMC Seminar

This additional seminar will provide an overview and key components covered within the context of the Canvas:

- Understanding your customer,
- Defining your value proposition,
- Considering the life cycle of your channels to market and
- Securing the right partnerships and alliances.

Creative SMEs will be able to access the Business Model Canvas methodology, as developed by Alexander Osterwalder and Professor Yves Pigneur, in their book, Business Model Generation.

Facilitation

The facilitator, Alan Scott, is passionate about working with private companies in the areas of strategic planning, business models, coaching and facilitation. He has over 20 years of experience in this field.

Asmosys was created in 2011 by Alan to fulfil his dream of providing practical business consulting, and focuses on working with businesses or individuals to build internal capability for external excellence. Inside and outside. It is osmosis the Alan Scott way, with recognition of the role systems and business models play in that organisational or personal transformation. These systems incorporate technology, process, people and our own internal systems such as belief, passion and motivation.

As a previous Deloitte Private partner, Alan brings into this engagement his recent experience facilitating the business model workshops for CIIC.

In June, July and August 2011, the Creative Industries Innovation Centre (CIIC) in conjunction with AGDA and other key industry association partners, delivered a series of intensive business model development workshops to a group of selected high potential companies across creative sectors, nationally.

These events are supported by Enterprise Connect. Enterprise Connect is an Australian Government initiative backed by industry that offers comprehensive advice and support to eligible Australian small and medium businesses to help them transform and reach their full potential. Our experienced, independent Business Advisers provide confidential, unbiased business advice at no charge. For more information visit www.enterpriseconnect.gov.au or call 131 791.

Clip #3

AGDA – online site

24 September

<http://events.agda.com.au/calendar/899/business-model-canvas-seminar-brisbane-24th-of-september>

Business Model Canvas SEMINAR: Brisbane 24th of September (QLD)

(Same details as above)

Date: Monday 24th of September

Time: 6.00 for 6.30pm start

Venue: Auditorium 2, State Library of Queensland, Stanley Place, South Bank

Clip #4

AGDA – online site

20 September

<http://events.agda.com.au/calendar/902/business-model-canvas-workshop>

Business Model Canvas Workshop (WA)

Date: 20th September 2012

Time: 08:30am - 04:30pm

Free workshop

The 1-day intensive workshop is free for and will enable creative SMEs to access and embed innovative knowledge and training in the use of the Business Model Canvas methodology, as developed by Alexander Osterwalder and Professor Yves Pigneur, in their book, Business Model Generation. Innovation, creativity and design thinking underpin the use of the Business Model Generation methodology and Canvas, and workshop participants will be able to consider new or different ideas for their businesses.

Facilitation

The workshop facilitator, Alan Scott, is passionate about working with private companies in the areas of strategic planning, business models, coaching and facilitation. He has over 20 years of experience in this field. Asmosys was created in 2011 by Alan to fulfil his dream of providing practical business consulting, and focuses on working with businesses or individuals to build internal capability for external excellence. Inside and outside. It is osmosis the Alan Scott way, with recognition of the role systems and business models play in that organisational or personal transformation. These systems incorporate technology, process, people and our own internal systems such as belief, passion and motivation. As a previous Deloitte Private partner, Alan brings into this engagement his recent experience facilitating the business model workshops for CIIC.

Workshops

The workshop offers companies the opportunity to develop and test their own Business Model and leave with practical tools and an enhanced understanding of their business strategy. 24 participants in each workshop are coached and supported as they work through key areas of the Canvas: Key Partners, Key Activities, Key Resources, Value Proposition, Customer Relationships, Customer Segments, Channels, Cost Structure and Revenue Streams. The workshops will be a mix of instruction, interactive discussions and small group activities.

When

Thursday 20th September

8:30 Coffee/9am Start - 4:30pm

Venue

Spacecubed

Ground Floor Rear, 45 St Georges Terrace

Perth, Western Australia 6000

The Workshop is FREE.

2 spots maximum from each company are welcome. There are only 24 limited places for each Workshop so first in best dressed.

Clip #5

QLD Government – online site

September

<http://www.business.qld.gov.au/industry/creative-industries/creative-industries/market-intelligence-tools>

Market intelligence tools for creative industries

Creative Business Benchmarker

The Creative Business Benchmarker is a business assistance tool for Queensland creative businesses. It provides comparisons and benchmarks to help creative businesses improve their operations and competitiveness. It surveys creative businesses online, collecting and analysing economic data about creative industries.

Data collected includes information about:

- industry trends and sentiments
- individual businesses - staffing, hiring intentions, expenses, revenue, profits

- services offered and industries serviced.

The data is analysed and regular reports are provided to businesses.

Benefits for creative businesses and industry

Benchmarker measures the performance of the industry, and allows creative businesses to compare their performance to similar businesses in Queensland.

Benchmarker:

- provides economic data on how businesses are performing within their peer group, including their productivity
- highlights areas of potential improvement
- highlights potential export opportunities.

Benchmarker provides reliable information about industry trends, and enables government to make more informed decisions regarding creative industries policy and sectoral development.

Industries benchmarked

Benchmarker currently measures the following creative industries:

- architecture
- graphic design
- web design
- game developers
- fashion and jewellery design
- industrial design.

Over time, Benchmarker will measure the economic value of the entire creative industries sector and its contribution to the Queensland economy.

Learn more about the Creative Business Benchmarker.

National creative industries resources

The Australian Government's creative innovation website provides business development services, case studies and resources for creative businesses.

Creative innovation is an initiative of the Creative Industries Innovation Centre (CIIC), which is part of the Australian Government's Enterprise Connect program.

Clip #6

Pymont Ultimo Chamber of Commerce – online site

September

<http://www.pucc.com.au/index.php/pucc-news>

Create: An Opportunity to Engage Chamber (Speed) Networking Event

CREATE is a chamber networking event designed to foster collaboration between creative and business enterprises, highlighting the wealth of talent concentrated in the precinct. It is an opportunity to engage and cultivate relations. There will be case studies and speed-networking featuring 25 creatives and 25 businesses.

Speakers include:

Pip Jamieson quit her dream job at MTV to co-found The Loop (www.theloop.com.au) in 2008, long-time colleague Matt Fyale. In seventeen short months, the creative industry networking site has signed up brands including Google, ABC, Pacific Magazines, Discovery Networks, Frost* and SBS to headhunt talent. Picking up 'Best Enterprise' at this years AIMIA Awards, the site is now a used by a large and expanding community of creative practitioners and companies to promote themselves, collaborate, network and hire.

Tony Shannon is a specialist in the business of digital content and digital media, he will present on the Creative Industries Innovation Centres (CIIC) and services and speak on the theme of 'Future of Creative Businesses'.

'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?'

Dr Mark Sceats is the Chief Scientist of Calix Ltd. He led the Photonics Cooperative Research Centre for 12 years and has been involved in more than 10 start-ups from the centre's research. Dr Sceats' topic is 'Australia can be first in carbon capture, creating a new industry through innovation.' Due to professional obligations overseas, Elizabeth Elenius will speak on his behalf.

Expressions of interest for participating in Speed Networking or attending the event, RSVP to admin@pucc.com.au or call 0408 235 552. This is a free event. Snacks and drink provided. This event is booking out fast.

WHAT: CREATE speed networking

WHEN: Tuesday 25 September, 6 pm for 6:30 pm

WHERE: UTS Gallery, UTS Level 4, 702 Harris St Ultimo

RSVP: admin@pucc.com.au

Clip #7

Darwin Community Arts – online site

September

<http://www.darwincommunityarts.org.au/node/2678>

Business Consultation Sessions for Artists

In partnership with MusicNT, Creative Industries Information Centre (CIIC) will be offering free individual business consultation sessions in Darwin on Tuesday 18 September and Wednesday 19 September for sole traders, start-ups and small businesses in the arts sector with business adviser Anthony Merilees. Anthony Merilees is a trained solicitor and business consultant with a background in commercial law, creative business consulting and intellectual property.

Please see attachment for more information.

Clip #8

Australian R&D Review – online pdf

September

<http://www.australianrdreview.com/>

Creative Nation

CIIC mentioned in article...

Pg 15:

More recently, in 2009, the Government established the Sydney- based Creative Industries Innovation Centre (CIIC), which is part of the Enterprise Connect initiative that assists smaller sized businesses in their development. In the CCI annual report 2011, centre director Professor Stuart Cunningham describes the establishment of the CIIC as in itself a recognition that creative industries are an integral part of a knowledge-intensive small business sector.

Pg 17:

Creative Industries Strategy Paper: Programs and initiatives supporting the creative industries:

- The Australia Council – the Government's principle arts funding body spent \$164 million for 1800 projects in 2009-10;
- The Digital Education Revolution initiative in schools, as well as the plan to include the Arts in the second phase of the national curriculum;
- Eight national arts training facilities – the Australian Ballet School, Australian Film Television and Radio School, Australian National Academy of Music, Australian Youth Orchestra, Flying Fruit Fly Circus, National Aboriginal and Islander Skills Development Association Dance College, National Institute of Circus Arts, and National Institute of Dramatic Art;
- the Creative Industries Innovation Centre and Centre of Excellence for Creative Industries and Innovation;
- the \$17 million Enterprise Connect Creative Industries Innovation Centre (CIIC) targeting small-to-medium size businesses (SMEs);
- Initiatives targeting industry skills such as: – the South Australian Mobile Entertainment Growth Alliance (MEGA)
- an industry-led entrepreneurship masterclass series designed to boost creative, technical and business skills in the mobile, digital content and ICT industries; and

- the Interactive Skills Integration Scheme, a 2-year project collaboration between the CIIC, the CCI and the Queensland University of Technology Creative Enterprise Australia. The initiative is to support Australia's struggling games industry, by exploring the commercial application of interactive media in non-games industries.
- The ArtStart program implemented by the Australia Council, providing grants worth \$10,000 for artists establishing a professional practice.

Clip #9

AGDA – online website

September

<http://events.agda.com.au/archive/view/id/793/event/creative-industries-innovation-centre%27s-biztro-consultation---september>

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

When: 28th September 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

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.

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

Clip #10

DIA – online website

12 September

<http://www.dia.org.au/index.cfm?news=1975&id=101>



Integrate your design and business skills.

By David Mellonie, for the Design Institute of Australia

The Design Institute of Australia (DIA) and the Australian Graphic Design Association (AGDA) are collaborating to provide an important series of professional development workshops for small

to medium design practices across Australia with support from Enterprise Connect.

Designed specifically for Interior, Industrial and Graphic designers, the workshops are an adjunct to the successful Design Integration pilot programmes run by Australian federal and state governments in Queensland, New South Wales, Victoria and South Australia.

The new workshops will enable DIA and AGDA members to capitalise on the competitive advantages currently being experienced by businesses participating in the Design Integration pilot programmes, and will be delivered in Brisbane, Melbourne, Sydney and Adelaide in November 2012.

'Australian businesses, especially manufacturing, are operating in a high cost environment,' said Oliver Kratzer FDIA, the DIA National President.

'The key differentiator that allows business and manufacturing to thrive in a high cost environment is design.

'Designers have to service clients who have higher demands as businesses become increasingly aware of Strategic Design, Design Thinking and Design Integration.

'These workshops are a vital opportunity for all DIA and AGDA designer members to gain new insights from both the design and business perspectives.

'Designers will learn new skills and expand their range of client services, resulting in a broader, more strategic approach to design outcomes.

'The challenge for managers is to find a way to provide a context for design thinking in their organisations at all levels of decision making.

'The challenge for designers is to understand the wider context in which design operates – the business context as well as the consumer context.'

The workshops will be delivered in two successive half-day sessions by New Zealand-based Equip Design Integration Consultants, who created the Design Integration programme in New Zealand.

They will deliver the Australian workshops, which have been supported by Enterprise Connect, an Australian Government, industry-backed initiative that offers comprehensive advice and support to eligible Australian small and medium businesses to help them transform and reach their full potential.

Participating DIA members will be eligible for Continuing Professional Development points toward their Accredited Designer status, and it is planned to include further activities for attendees after the workshops including online engagement and resources such as Practice Notes.

More information on Enterprise Connect here.

Clip #11

GBI Mining – online website

September

<http://gbimining.com/?p=1501>

GBI wins \$75,000 ISIS Pilot

As the only company in Queensland to be selected to participate in the Commonwealth Government funded Interactive Skills Integration Scheme (ISIS) Brisbane-based mining consultancy GBI is aiming to take the "guessing game" out of mine planning.

GBI will have the opportunity to further develop its interactive media initiatives, as one of just three pilot businesses selected by ISIS nation-wide.

A vital source of information to the mining industry, GBI is the only company in the world possessing a comprehensive and reliable database of mining equipment performance analysis.

Chief Executive Officer of GBI Dr Graham Lumley said the interactive media platform would make it easier to engage with and respond to equipment performance reports, considering the complexity of the data and analytics they contained.

“The project will start with one or two pieces of equipment but eventually, we should have an interactive program for the whole range of mining equipment including draglines, trucks, electric rope shovels, front-end loaders, hydraulic excavators, backhoes and drills,” Dr Lumley said.

“Instead of having to physically visit mine sites to deliver reports and make recommendations, we will be able to quickly give our clients the knowledge they need to help them instigate change where needed and do so in an intelligent manner based on facts, rather than speculation.”

Using advanced gaming technology, the project will involve designing a program that will allow GBI to establish a subscription-based service using interactive media to communicate reports and recommended actions to clients.

“Any teenager or games enthusiast can attest that the interactive technology used to create games is more likely to capture imagination and enhance enthusiasm than the written word, so we will be tapping into this medium to deliver fact-based market intelligence,” Dr Lumley said.

In the mining industry, which has traditionally relied on face-to-face communication of such material, being able to quickly and efficiently communicate via interactive media is of particular benefit considering that many of GBI’s clients are in remote areas.

ISIS Project Director Justin Brow said using games development skills and capabilities across non-games industry sectors was a huge growth industry and one which will increasingly provide massive opportunities for local companies to explore opportunities for innovation creation and establish market differentiation.

Given the level of high-end games development and interactive media industry knowledge we have as a country, this is a market sector which Australian companies could really set themselves apart from their international competitors.

“Under this stage of the ISIS program, we are undertaking three Pilot Integrations, one each in Queensland, Victoria and New South Wales, with GBI being up against some stiff competition in Queensland,” Mr Brow said.

“We saw the way GBI operates and the opportunities it has to take the step into areas such as data visualisation, so we now have GBI partnering with Brisbane-based digital media company Zone4 whose work in this area is world class.

“We’d like to think that ISIS will help deliver a significant milestone in the development of both companies.

“There is a massive amount of support provided for the involved companies through this scheme and we will develop a business model that GBI can develop further at the end of the six month prototype development stage of the ISIS project.”

Under the scheme, GBI will work with ISIS, expert digital media professionals and a leading business mentor.

It is projected that the end result will be a business model that will yield significant benefits to clients who require precise and speedy reports on mining equipment performance and reliability as well as how to optimise production using new or existing equipment.

ISIS is a two-year project funded by the Australian Government through Department of Employment, Education and Workplace Relations’ Workforce Innovation Program and the Victorian Government’s Department of Business and Innovation.

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

Clip #12

The Punch – online website

20 September

<http://www.thepunch.com.au/articles/were-not-the-clever-country-if-were-not-a-creative-country/>



In 2007/2008, the creative industries contributed \$31.1 billion in industry gross product to the Australian economy, which is equivalent to 2.8% of GDP, and employed 316,600 workers.

The creative industries achieved an average annual growth rate of 5.8% over the last 11 years to 2007/2008, well above the annual growth rate for the broader economy of 3.6% over the same period. The Software Development and Interactive Content segment is responsible for much of this growth, accounting for 43.8% of earnings

and 38.3% of jobs in 2007/2008.

The games industry in particular is a fast-growth industry in which Australian opportunities are shaped by large international enterprises. This growth is dependent on sustaining a pool of highly skilled workers. Technical creative and business skills have been in high demand over the last decade. However, a serious shortage of skilled employees is a major factor contributing to the almost \$2 billion trade deficit in Australia's digital content industry.

Moreover, the severe impact of the global financial crisis on the Australian games industry demonstrated both its dependence on international opportunities and its consequent volatility.

The structure of the workforce and the industry's dependence on international games supply chains and markets inhibit growth in productivity and innovation in business models and markets.

This is reflected in current industry trends. Justin Brow is Director of the Interactive Skills Integration Scheme (ISIS) project which is exploring new business and training models for the sector.

For Brow, "the collapse of some of the larger Australian games development companies has resulted in companies moving away from the increasingly unsustainable 'fee for service' model towards digital distribution of original IP through apps stores and social networking sites".

"From a skills development perspective, we need to keep the skills of our local workforce worldclass and this includes doing what we can to encourage innovative cross-industry IP creation.

Business and process transformation of non-entertainment industry sectors represent a big opportunity for the games industry and could lead to a heightened demand for interactive media skills across every industry sector in Australia, examples here include simulations in defence, stroke rehabilitation using the Wii console or the 'Mathletics' games they use throughout Aussie Primary Schools".

The 60Sox Survey was the first ever national survey of graduates and employers in the digital content sector and it found that the skills deficit mainly stems from the gap between what is taught in academia and what is practised in industry.

There is a generally a gap between the qualifications aspiring creatives receive, and the industry-ready skills that employers require.

This gave the respondents the impression they have good employability, job-specific and career skills – when the skills that they think are important are not what employers in the industry actually want.

Another key issue which hinders graduates from gaining employment is their lack of industry engagement: only 13 per cent of the 60sox respondents had been directly involved with real work in industry.

Most of digital graduates rely on online networks to get jobs. They need to know that face-to-face networking with the industry is crucial to gain both employment and skills.

The industry can also help aspiring students by offering internships, mentoring relationships and by inviting students to take part industry events.

Given the ever-shifting nature of new media business environments, Interactive Media organisations face increasing challenges to operate most effectively.

It is necessary, therefore, to equip leaders within the Interactive Media sector with the requisite skills to make informed business decisions and develop appropriate management strategies to better navigate short and mid-term industry demands.

Aspiring creatives need to have the right knowledge, skills, attributes and qualifications to enter the creative industries; and once employed, access to incentives and support to enable them to have a sustainable and successful career.

Addressing these challenges will involve, but not limited to, providing aspiring creatives with opportunities to gain industry experience as early as possible; ensuring education and training providers and industry work together to develop, deliver and quickly adjust courses; changing employers negative perceptions of the capabilities of aspiring creatives; and helping aspiring creatives to become lifelong learners and effective networkers.

These actions will go a long way in helping the creative industries to create a pool of new workers who have the necessary skills sets to generate, share and monetise new ideas and knowledge.