

## ArtsHub: Visit Canberra for the National Arts Summit

30 January 2013

<http://au.artshub.com/au/news-article/news/arts/visit-canberra-for-the-national-arts-summit-193863>



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### VISIT CANBERRA FOR THE NATIONAL ARTS SUMMIT



EMAIL

PRINT

By artsHub | Wednesday January 30 2013



The National Arts Summit is on in Canberra on 12 February.

If you have been looking for an excuse to get to the capital to enjoy the cultural riches of the [Canberra Centenary](#), February may be your perfect opportunity.

Registrations are invited for the National Arts Summit [Arts Quest - Height and Hopes](#) to be held in Canberra on 12 February.

The Summit is a one-day national event discussing the significance of the creative, visual, and performing arts in the context of enhanced general living and learning, and the challenges and aspirations across three generations of artists. This includes emerging artists, their education, access to resources,

career building, and supportive networks.

In keeping with the theme *Living and Learning Creatively – Shaping Our Future Together*, key sessions will be focused on preparing key recommendations relating to artists at different stages in their careers for the National Cultural Policy.

Confirmed speakers include:

- Minister for School Education, Early Childhood and Youth Peter Garrett
- Canberra Centenary Artistic Director Robyn Archer
- Composer Richard Gill
- Poet Les Murray
- Director, Creative Industries Innovation Centre, Lisa Colley
- Chairman, National Cultural Authority Don Atkin
- Director ScreenACT, Monica Penders
- Economist, Professor David Throsby

## Emergence Creative Newsletter – Biztro – Margaret River

31 January 2013

### Emergence Creative Teaser Released!

Portable.tv

Sent: Thursday, 31 January 2013 6:41 PM  
To: Bea Harrison

## SATELLITE EVENTS



### P.U.L.P. CONSULTATIONS

P.U.L.P. is creative|legal's "pop up legal practice", a unique service especially for arts and creative industries in Australia.

P.U.L.P. brings free legal advice and consultations to artists and creatives at industry conferences or events and in locations where they are not otherwise available, such as regional or specific city locations.

P.U.L.P. allows creative|legal to provide initial legal advice and assistance on a range of arts and entertainment issues, in an accessible way.

Contact the [Emergence team](#) to book your P.U.L.P. consultation during the event.



### CREATIVE INNOVATION

The Creative Industries Innovation Centre (CIIIC) in conjunction with the Emergence Creative are offering the opportunity for Margaret River creative businesses to receive a business consultation, free of charge.

Micro and small businesses operating in the Creative Industries in Margaret River have the opportunity to discuss their challenges in a free one hour session with CIIIC Business Adviser David Schloeffel in Margaret River on Tuesday 19th, Wednesday 20th and Thursday 21st of February. Business owners and sole traders may choose to discuss issues such as: strategic planning, finances, human resources, marketing and intellectual property among others.

Contact [CIIIC](#) direct to book your consultation.

# Powerhouse Museum Design Blog D\*Hub Newsletter/Website

6 February 2013

<http://www.dhub.org/lucelux-a-design-business-case-study/>

D\*Hub

Daniel Espina

Sent: Wednesday, 6 February 2013 9:10 AM

To: Bea Harrison

On the business case of Lucelux and how it is becoming a key player in the design and manufacturing space created in ... [Continue reading ->](#)

## Lucelux – a design business case study

Posted: 21 Jan 2013 07:38 PM PST



Rohan Nicol is a Wagga Wagga based designer with a craft background and a new design enterprise, Lucelux, which launched in 2009. Bridging the gap between manufacturing and design in Australia, Rohan has established an alliance with local manufacturer Precision ... [Continue reading ->](#)

## Design Museum's Shortlist for Designs of the Year 2013

Posted: 21 Jan 2013 07:08 PM PST



# City of Sydney - More help for business

7 February 2013

<http://www.cityofsydney.nsw.gov.au/business/business-support/village-centres/more-help-for-business>

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King Street

Kings Cross

Oxford Street



Here to help

The City of Sydney is committed to creating a globally competitive and innovative business environment.

Our dedicated staff work with sectors and industries throughout the City to create prosperous relationships and build opportunities for small to medium-sized businesses.

The current focus is the retail, creative industries, tourism and education sectors. The City is also developing a new economic development strategy to take us into the future.

A number of other state and federal government and private sector organisations also work with businesses in the local area. These are listed below.

# Sign Up to CIIC - Supporting the Business of Creative Enterprise

15 February 2013

<http://www.agda.com.au/news/national/1480/sign-up-to-ciic---supporting-the-business-of-creative-enterprise/pg/7>

The screenshot shows the AGDA National website interface. At the top left is a search bar and a 'MEMBERS LOGIN' link. Below the search bar is a navigation menu with categories like 'Home', 'About AGDA', 'News', 'National', 'International', 'Links', 'Contact Us', 'Become a Web Guest', 'Feedback', and 'Partners'. The main content area features a large graphic with overlapping circles and the title 'Sign Up to CIIC - Supporting the Business of Creative Enterprise'. Below the title are social media sharing options for Twitter and Facebook. The article text begins with the date '15th February, 2013' and the sub-headline 'The Creative Industries Innovation Centre (CIIC) was one of six Innovation Centres established in early 2009 as part of the Australian Government's Enterprise Connect program. Since its inception, the CIIC has also been supported by a program of services offered by the University of Technology, Sydney (UTS).'

# The new business of 3D printing

1 March 2013

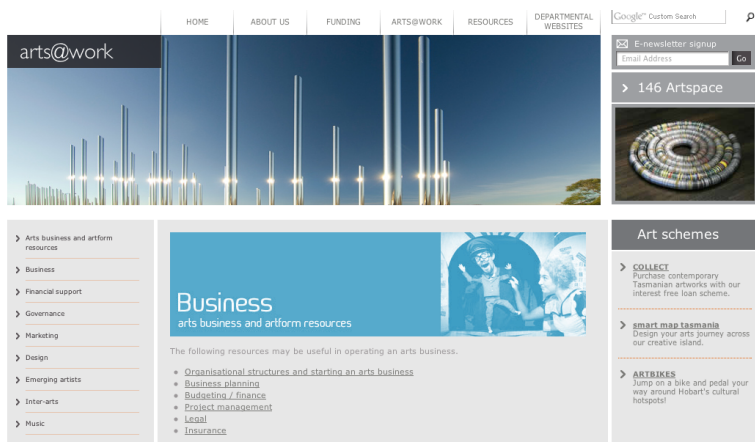
<http://www.business.nsw.gov.au/news/the-new-business-of-3d-printing>

The screenshot shows the NSW Trade & Investment website. At the top is a navigation bar with links for 'Skip to content', 'About us', 'NSW Trade & Investment', 'News', 'Media releases', 'Publications', and 'Contact us'. Below the navigation bar is a search bar and a main menu with categories like 'Doing Business in NSW', 'Invest in NSW', 'Export from NSW', 'Innovation & research', 'Live & work in NSW', 'Assistance & support', and 'Networking & events'. The main content area features a large graphic with the word 'BUSINESS' and the title 'The new business of 3D printing'. Below the title is a 'News' section with a 'Back to News Listing' link. The article text begins with the date '01/03/2013' and the sub-headline 'The NSW Trade & Investment Centre in Sydney recently hosted an event with industrial designer Scott Summit on innovative business opportunities available from "additive manufacturing" or 3D printing.' Below the text is a photo of Scott Summit speaking at a podium. To the right of the article is a 'TALK TO AN EXPERT' section with contact information for the Communications Unit, including a phone number '+61 (2) 9338 6859' and an email address 'communications@business.nsw.gov.au'.

# Arts@Work - Arts Business and Artform Resources

5 March 2013

[http://www.arts.tas.gov.au/resources/arts\\_resources/business](http://www.arts.tas.gov.au/resources/arts_resources/business)



## Biztro Blue Mountains NSW

7 March 2013

<http://publishbluemountains.com.au/blog/news/category/news/>

**An exclusive opportunity for Publish! Blue Mountains members:**

A free one hour consultation with a specialist creative industry business adviser

Publish! Blue Mountains in cooperation with The Creative Industries Innovation Centre is offering 10 Publish! Blue Mountains members the opportunity to participate in a free one hour 'Biztro' intensive business consultation session.



Sessions are one-on-one between you and an experienced CIIC Business Adviser specialising in offering business advice to smaller companies and solo practitioners in the creative industries.

Your adviser will work through one key business challenge with you. Aspects of your business that you may choose to discuss could include:

- Strategic planning
- Finances
- Marketing
- Human resources
- Intellectual property
- Any other current issues or challenges in your business

The free one hour sessions will be run over 2 days in Katoomba on March 11 and 12, 2013.

### About the CIIC

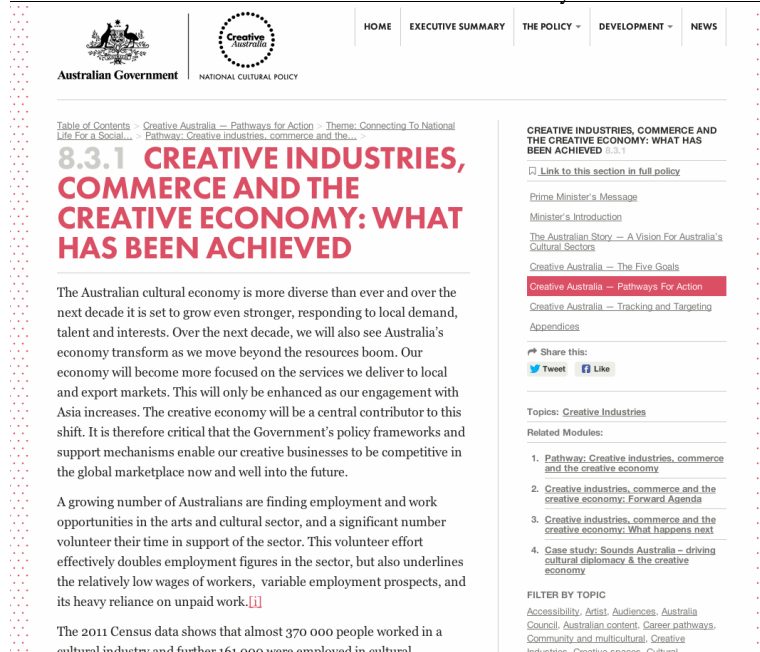
The Creative Industries Innovation Centre is an initiative of the Australian Government's Enterprise Connect program, and is hosted by The University of Technology in Sydney.

The CIIC supports the business of creative enterprise by providing business advisory services nationally via the Biztro service. More information is available here: <http://www.creativeinnovation.net.au/business/business-services/cic-biztro.html>

## Creative Industries, Commerce and the Creative Economy: What has been achieved

12 March 2013

<http://creativeaustralia.arts.gov.au/module/creative-australia-pathways/theme-connecting-to-national-life-for-a-social-and-economic-dividend/pathway-creative-industries-commerce-and-the-creative-economy/creative-industries-commerce-and-the-creative-economy-what-has-been-achieved/>



**8.3.1 CREATIVE INDUSTRIES, COMMERCE AND THE CREATIVE ECONOMY: WHAT HAS BEEN ACHIEVED**

The Australian cultural economy is more diverse than ever and over the next decade it is set to grow even stronger, responding to local demand, talent and interests. Over the next decade, we will also see Australia's economy transform as we move beyond the resources boom. Our economy will become more focused on the services we deliver to local and export markets. This will only be enhanced as our engagement with Asia increases. The creative economy will be a central contributor to this shift. It is therefore critical that the Government's policy frameworks and support mechanisms enable our creative businesses to be competitive in the global marketplace now and well into the future.

A growing number of Australians are finding employment and work opportunities in the arts and cultural sector, and a significant number volunteer their time in support of the sector. This volunteer effort effectively doubles employment figures in the sector, but also underlines the relatively low wages of workers, variable employment prospects, and its heavy reliance on unpaid work.<sup>[1]</sup>

The 2011 Census data shows that almost 370 000 people worked in a cultural industry and further 161 000 were employed in cultural

## AGDA QLD Facebook


13 March 2013

<http://www.facebook.com/agdaqld?sk=wall&filter=12>

**AGDA Queensland**  
March 14

Great minds and talent from the design industry, business, education and government came together at RMIT in Melbourne yesterday to discuss the success and progression of design integration.

Thanks to Enterprise Connect, the Creative Industries Innovation Centre for a significant and inspiring day!  
#designsym



Like · Comment · Share

AGDA Queensland, Jack Bryce and 2 others like this.

Write a comment...

## CIIC Biztro - South East NSW

14 March 2013

[http://blogs.abc.net.au/nsw/2013/03/biztro.html?site=southeastnsw&program=south\\_east\\_nsw\\_mornings](http://blogs.abc.net.au/nsw/2013/03/biztro.html?site=southeastnsw&program=south_east_nsw_mornings)

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### Mornings with Tim Holt

8:30am - 11:00am

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**Biztro**  
14/03/2013, 11:16 AM by Jen Hunt

South East artists and creative industry workers are being offered free business advice next week. The one on one, Biztro 60 minute sessions will be held in Merimbula, Bega and Moruya.

David Sharpe from the Creative Industries Innovation Centre spoke to Mornings Tim Holt.

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



# creative-australia-recognises-design-capability

17 March 2013

<http://www.agda.com.au/news/national/1518/creative-australia-recognises-design-capability>

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17th March, 2013

After a lengthy, difficult, development period, a new federal arts and culture policy for Australia was unveiled last week by Simon Crean at a press conference in Canberra. **Creative Australia** is the first comprehensive, national policy of its kind to be developed in just under 20 years. Crean described it as a "foundation stone" for the next decade and promised a more responsive funding body that would support the development of new work and innovation with a "distinctively Australian" focus.

The Creative Australia policy is driven by five primary goals:

# CIIC releases report revealing how Australia's marketing and communications agencies can stay relevant in a fragmented media landscape

19 March 2013

<http://www.campaignbrief.com/2013/03/ciic-releases-report-revealing.html>

Campaign Brief

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CIIC releases report revealing how Australia's marketing and communications agencies can stay relevant in a fragmented media landscape

Tuesday 19, March 2013 at 12:40 PM by Ricki Comments (0)

A report released today by the Enterprise Connect Creative Industries Innovation Centre (CIIC) asks: How can Australia's marketing and communications agencies stay relevant in a fragmented media landscape?

The report delivers much-needed insight into Australia's marketing & communications sector.

Says David Schloeffel (left), business adviser at the CIIC: "For many traditional agencies the transition into digital has been a bumpy one. Even some digital agencies are still stuck on websites. The challenge is managing this evolution as part of a considered business strategy as opposed to ad hoc, reactionary change."

[Click here to download a copy of the Marketing & Communications Forensic Report.](#)

"Unfortunately, many agencies have not prioritised business development and strategy. The CIIC's Marketing & Communications Forensic Report is designed to help these professionals overcome deficiencies in sales, leadership and strategic planning."

The CIIC will continue to expand its series of Forensic Reports in 2013. To access the CIIC's Forensic Reports on Architecture, Fashion, Digital Games Development and Graphic Design, visit [www.creativennovation.net.au](http://www.creativennovation.net.au).

Facebook social plugin

# Graphic Design Forensic Report

March 19, 2013

<http://desktopmag.com.au/news/graphic-design-forensic-report/>

The screenshot shows the desktopmag.com.au website. At the top, there are social media icons (Facebook, Twitter, LinkedIn, RSS) and a weekly newsletter sign-up form. The main content area features the article 'Graphic Design Forensic Report' by Desktop, published on March 19, 2013. The article discusses the Creative Industries Innovation Centre (CIIC) report, which examines the state of the graphic design industry in Sydney. It mentions that traditional design studios are losing work to freelance designers and crowd-sourcing websites, and that in-house designers are also facing challenges due to price competition. The article includes a large 'D' graphic and a 'streamtime' logo. On the right side of the page, there are several promotional banners, including one for '50 DOWNLOADS EACH & EVERY MONTH!' and another for '1 Year subscription \$89 + Rhodea Dot Pad Set'.

## CIIC Biztro: Sydney Events at Vivid Sydney

20 March 2013

<http://www.vividsydney.com/events/ciic-biztro/>

The screenshot shows the Vivid Sydney website. At the top, there is a navigation bar with the text 'LIGHT, MUSIC & IDEAS' and 'VIVID SYDNEY'. Below this is a search bar for events, with a 'WHAT'S ON' button and a search input field. A calendar grid shows the dates from Friday, 24th to Friday, 7th. The event 'CIIC BIZTRO' is highlighted. Below the event title, there is a large image of a white, cube-shaped object with a wire loop, set against a background of yellow and white geometric patterns. To the right of the image, there is a 'Share:' button with icons for Facebook, Twitter, and other social media. Below the image, there are three columns of information: 'WHEN' (29 - 30 May, 9:00 am - 5:00 pm), 'VENUE' (Museum of Contemporary Art Australia, MCA Lounge Quayside), and 'PRICE' (Applications Required - See below). There is also a '+ ADD TO PLANNER' button.

# Marcomms agencies struggle to evolve service and non-service revenue strategies

20 March 2013

<http://www.marketingmag.com.au/news/marcomms-agencies-struggle-to-evolve-service-and-non-service-revenue-strategies-37836/#.UWZC3UIqsiE>

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## Marcomms agencies struggle to evolve service and non-service revenue strategies

BY MARKETING ON 20 MARCH 2013

Marcomms agencies are struggling to develop new fee-for-service and non-service revenue strategies in a considered rather than reactionary fashion as they evolve to stay relevant, a report found.



The transition into 'non-traditional' services, such as digital strategy, social media, web development and data, as well as moves from fee-for service to more scalable revenue streams have been "bumpy", a report from the Enterprise Connect Creative Industries Innovation Centre (CIIC) says.

"For many traditional agencies the transition into digital has been a bumpy one," CIIC business adviser David Schloeffel elaborates. "Even some digital agencies are still stuck on websites. The challenge is managing this evolution as part of a considered business strategy as opposed to ad hoc, reactionary change."

"Unfortunately, many agencies have not prioritised business development and strategy."

The CIIC's 'Marketing & Communications Forensic Report' draws on insights from working with more than 800 creative enterprises between 2009 and 2012, to assist agencies overcome deficiencies in sales, leadership and strategic planning.

# Swinburne advises on new design network

27 March 2013

<http://www.swinburne.edu.au/chancellery/mediacentre/faculty-of-design/news/2013/03/swinburne-advises-on-new-design-network>

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## Swinburne advises on new design network

Date posted: Wednesday 27 Mar 2013

Two Swinburne [Faculty of Design](#) research staff, University Distinguished Professor Ken Friedman and Professor Goran Roos, will sit on the steering committee of the newly established Australian Design Integration Network (ADIN) sponsored by CSIRO.

In his media statement announcing the network, the Honourable Simon Crean (MP) (13 March 2013) advised that ADIN will "develop and promote design led innovation as part of Australia's new national cultural policy Creative Australia".

The \$235 million [Creative Australia Policy](#) outlines the unique and central role that design and the arts play in defining our culture and the important role that the creative industries can play in redefining Australia's future.

Creative Australia aims to increase opportunities for Australia's creative industries to contribute to the economy. One key aspect of this involves design as a driver of innovation, and this requires embedding design thinking within Australia's innovation system.

The Creative Australia report singled out Swinburne's Faculty of Design as one of three examples in Australia of world-class comprehensive design teaching and research capacity.

ADIN is charged with linking together the design related activities undertaken by government, industry, universities, and public sector research agencies, for increased collaboration.

According to Professor Friedman design-led innovation brings economic benefits.

"Australian industry faces major challenges in a world where our overall economic success means high wages and a high dollar. Design-led innovation offers a way forward.

"The Australian Design Integration Network is a partnership of universities, manufacturing firms, businesses, and government organizations that work together for the benefit of all Australians. Together, we will transform today's challenges into tomorrow's opportunities," Professor Friedman said.

Inaugural membership of the Steering Committee is to include representatives from the CSIRO, Department of Industry, Innovation, Science, Research and Tertiary Education, Enterprise Connect Creative Industries Innovation Centre, University of Technology Sydney, Queensland University of Technology, RMIT and Blue Sky Design, as well as Swinburne University of Technology.