

Enterprise Connect Creative Industries Innovation Centre

MEDIA REPORT: 1 January – 31 March 2014

TITLE: Court house captures growing artistic group

PUBLICATION: Illawarra Mercury

DATE: 22 January 2014

LINK:

http://newsstore.fairfax.com.au/apps/viewDocument.ac;jsessionid=C968C89CD36C6EEE3456876515E83105?sy=afr&pb=all_ffx&dt=selectRange&dr=1month&so=relevance&sf=text&sf=headline&c=10&rm=200&sp=brs&cls=575&clsPage=1&docID=ILL140122MV6IT18V2LG

MERCURY

Court house captures growing artistic group

Date: 22/01/2014 Publication: Illawarra Mercury
Words: 735 Section: Business
Source: ILL Page: 17

SHELLHARBOUR City Art Society staged its first exhibition in Wollongong last weekend at the Old Wollongong Court House.

It featured the work of many local artists, such as Kathy Karas, who said Shellharbour's first art society was fulfilling a long held need.

"I know there are so many artists who have had to go further afield to Wollongong, Kiama and other art societies and exhibit outside our own area but who would like to be more involved in what is going on here," she said.

"Now we have a home base in the Shellharbour area."

Jeanette Riley said the Shellharbour City Arts Society only began 14 months ago.

"We started off with a group of five ladies and it has built to a membership of over 30 people now and still growing," she said.

"We are a dynamic group of people.

"Now we are doing community art projects as well with Shellharbour City Council and we have also just been given approval for Art in the Park once a month [on the second Saturday] on the Lake Illawarra foreshore."

The Shellharbour City Art Society will do two exhibitions a year at the Old Wollongong Court House but the next exhibition will be at the old Kiama Fire Station from February 11 to 17.

There will be a membership drive in Shellharbour on Australia Day to help the community find out more about the society.

Further details at facebook.com/ShellharbourCityArtSociety.

"We are also looking at developing the old dairy co-op in Creamery Road into an art precinct," Mrs Riley said.

Building business

Illawarra iTec business development manager Virginia Wren this week revealed a number of free workshops and seminars in 2014, such as Small Business Futures Events, which are a series of nine live forums with high profile speakers.

There will also be a cultural industry three-hour workshop in March with the Australian Government's Creative Industries Innovation Centre business advisor David Sharpe as guest speaker.

TITLE: Going global: taking your creativity to the world

PUBLICATION: CIIC Invitation

DATE: 23 January 2014

LINK:

<http://www.google.com.au/url?sa=t&rct=j&q=&esrc=s&source=web&cd=31&ved=0CCoQFjAAOB4&url=http%3A%2F%2Fwww.export.org.au%2FLiteratureRetrieve.aspx%3FID%3D130442&ei=Dg0-U4mcl4-ZkgXVwoDwCQ&usg=AFQjCNEVrfyNkSfSvKaDQHTjGRlRmdXL8w&bvm=bv.64125504,d.dGI&cad=rja>

Invitation
to attend

Going global: taking your creativity to the world



The Australian Government's Creative Industries Innovation Centre (CIIC) invites you to attend a forum to raise awareness of export opportunities for Australian creative companies.

DATE & TIME:

23rd January, 2014
12.00noon to 4.00pm
Lunch will be served on arrival.

LOCATION:

The Australian Technology
Park, Redfern.
Address details to be provided.

RSVP to Brian Riley:

brian.riley@industry.gov.au
02 8217 5000 by 14th January 2014.
Please note places are limited. This program is provided at no cost.

Join us as we share the story of Signature Prints, owner and exporter of the iconic Florence Broadhurst range of designs. Principal Helen Lennie will discuss the strategy behind Signature Prints' re-release of the Florence Broadhurst range to an international audience. Today, the company exports to more than 20 countries and has a wealth of knowledge on how to access and manage international markets.

Helen will be joined by subject specialist Peter Mace, General Manager, Australian Institute of Export who will provide a practical and in-depth overview of exporting.

TOPICS COVERED WILL INCLUDE:

- How to develop your business to be export-ready
 - Business models
 - Production on and offshore
 - IP management
 - Challenges and opportunities associated with different overseas markets
 - Sales and marketing
- An Austrade representative will also take questions

TITLE: New Program | Generate Design

PUBLICATION: Creative Partnerships Australia (CPA) - website

DATE: February 2014

LINK:<https://www.creativepartnershipsaustralia.org.au/resources/news/generate-design>

Generate Design

A new program investing in Australian graphic design enterprise, growth and innovation.

February 2014 | New Program | Generate Design

Creative Partnerships has launched Generate Design - a new business strategy and mentoring program which will invest in the growth and development of the Australian graphic design industry.

Delivered with the Creative Industries Innovation Centre (CIIC) and the Australian Graphic Design Association (AGDA), Generate Design will support graphic designers who are seeking to create or innovate their own business, or those in start-ups or small to medium-size agencies with plans for growth and innovation.

STAGE 1 business module workshops are taking place in major capital cities in March and April 2104.

[Find out more.](#)

TITLE: CULTURAL SUB-COMMITTEE document

PUBLICATION: City of Sydney

DATE: 17 February 2014

LINK:http://www.cityofsydney.nsw.gov.au/_data/assets/pdf_file/0006/194883/140217_CCC_ITEM02.pdf

CULTURAL SUB-COMMITTEE

17 FEBRUARY 2014

ITEM 2. SPONSORSHIP – EDUCATION AND NETWORKING AND EVENTS FOR STARTUP CREATIVE ENTERPRISES

FILE NO: S118175

SUMMARY

In December 2013, Council adopted the Economic Development Strategy – a ten year strategy which aims to strengthen the city economy and support business. It centres on further improving the solid foundations for success that exist within the city economy, as well as creating opportunities for individuals, businesses and the community. Within this framework, a series of action plans will be developed to set out in more detail the contemporary issues faced by each industry, economic sector or location and the projects and programs designed to respond to those challenges and opportunities.

One action plan which is currently being developed identifies how the City of Sydney could support creative enterprises, with a focus on new businesses based on technology and designed for fast growth; that is 'startups'.

The City's previous informal consultation with entrepreneurs, company founders and other organisations which work with them, has highlighted the importance of access to information, mentors and networks for entrepreneurs in startup businesses in both the technology and creative industry.

66 Meet-Ups is a networking group founded in 2012 to bring together and support Sydney's creative entrepreneurs, investors and media. As a pilot project, the City sponsored Australian Technology Park (ATP) Innovations to coordinate a series of 66 Meet-Ups events in 2013.

ATP Innovations proposes a 2014 sponsorship agreement to ensure that 66 Meet-Ups not only continues, but is further developed as an important education and networking event for Sydney's creative entrepreneurs.

This initiative has been identified as one which should continue in advance of the City of Sydney action plan to support creative and digital startups.

The proposal is to provide networking events as well as a website, newsletter and social media engagement, which encourage participants to share ideas, create partnerships and connect with each other by providing a forum where individuals can learn, collaborate and find support.

TITLE: Australia's creative industry is worth \$32.8 billion

PUBLICATION: AdNews

DATE: 18th February 2014

LINK: <http://www.adnews.com.au/adnews/australia-s-creative-industry-is-worth-32-8-billion>

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Australia's creative industry is worth \$32.8 billion

18 Feb 2014
Rosie Baker

The marketing and advertising industry contributes \$7.2 billion to the economy in revenue every year, according to a new government report that aims to demonstrate the value of the creative industry.

The combined creative industries, which include film, television and radio, advertising and marketing, design and visual arts as well as architecture, contributed \$45 billion to GDP in 2011/12 – more than the contribution made by many traditional industries.

They also contributed \$90 billion in turnover and helped generate annual exports of \$3.2 billion.

Marketing and advertising accounted for 8% of the revenue contribution (\$7.2 billion), 7% of GDP contribution (\$3.2 billion) and 10% of exports.

Every dollar in turnover generated by the creative industries results in 3.76 times total revenue for all other industries in the Australian economy. And every dollar in gross regional product generated by the creative sector results in an uplift in total value-added by all industries by a factor of three.

The report aimed to uncover the contribution to Australia's economy, employment, growth of the workforce and its distribution across all sectors of the economy.

Beyond the financial impact, the report also recognises the "undeniable worth" of the intangible impact of creative industries to the nation.

TITLE: Advertising and marketing executives amongst the highest paid within the creative industries

PUBLICATION: Campaign Brief

DATE: 18th February 2014

LINK: <http://www.campaignbrief.com/wa/2014/02/advertising-and-marketing-exec.html#more>

Advertising and marketing executives amongst the highest paid within the creative industries

By CB on February 18, 2014 10:03 AM [Comments \(0\)](#)



A new report released today by the Australian Government's Creative Industries Innovation Centre (CIIC) claims advertising and marketing professionals are amongst the highest paid of all creative industry sectors (with the exception of software design & interactive content).

In fact, 18.6% of all

professionals in this sector earn more than \$2,000 per week.

But the people earning the highest salaries in this sector are employed by manufacturing, professional services or financial services - not agencies.

The report is also a helpful gauge for comparing how your own agency is performing versus the competition.

According to the report, 35.9% of advertising and marketing businesses turnover less than \$50,000 per annum, while only 7.2% turnover more than \$2 million per annum.

The advertising and marketing sector is also the second-largest segment of the creative industries by workforce, employing 183,000 in 2011.

Says Margaret Zabel, CEO of The Communications Council: "Validating the size and impact of the marketing communications sector in Australia is important in understanding the vital contribution this sector makes to the economy. For policy makers, it sets a performance benchmark and highlights where future growth can be enabled."

Full a full breakdown of the Advertising & Marketing sector, click [here](#) and [here](#).

TITLE: Advertising and marketing professionals paid more in non-creative industries, than creatives

PUBLICATION: B&T

DATE: 19th February 2014

LINK: <http://www.bandt.com.au/news/marketing/advertising-and-marketing-professionals-paid-more>



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Advertising and marketing professionals paid more in non-creative industries, than creatives

19 February, 2014 [0 comments](#)

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Specialist creatives working the advertising and marketing industries allegedly earn less than advertising and marketing professionals employed in non-creative industries.

According to a new report, *Valuing Australia's Creative Industries*, released today by the Australian Government's Creative Industries Innovation Centre (CIIC), the average weekly earnings of specialist creatives working within advertising and marketing is \$1,308, while the average weekly earnings of advertising and marketing professionals employed in non-creative industries is \$1,422.

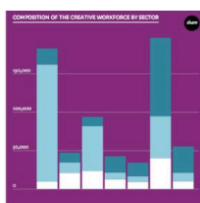
The report showed that the only creative sector with higher average weekly salaries is the software development and interactive content.

There were 183,000 people employed in the advertising and marketing sectors in 2011 which made it the second largest segment of the creative industries, just behind software design

The report also showed advertising and marketing specialists were among some of the highest paid, with 18.6% of professionals earning more than \$2000 a week.

"Validating the size and impact of the marketing communications sector in Australia is important in understanding the vital contribution this sector makes to the economy," Margaret Zabel, CEO of The Communications Council, said.

"For policy makers, it sets a performance benchmark and highlights where future growth can be enabled."



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TITLE: Survey on Creatives: What we are worth

PUBLICATION: Desktop

DATE: 19 February 2014

LINK: <http://desktopmag.com.au/news/survey-on-creatives-what-we-are-worth/#.Uz4CCtxec2Q>

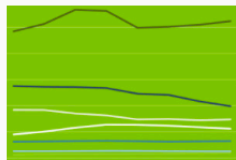
Survey on Creatives: What we are worth



AUTHOR: [Desktop](#)

Published: February 19, 2014

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Who are 'creatives'? What do they do? What are they worth, to whom, and how do we measure this?

The Creative Industries Innovation Centre (CIIC) commissioned the production of *Valuing Australia's Creative Industries*, a report validating the values, skills and capabilities of the creative industries in economic terms.

Produced to be internationally comparable, the report clearly shows the increasing demand for creative skills sets across all industry sectors in the economy, as evidenced by the growing number of creatives employed within other industries.

Covering Music and Performing Arts; Film, Television & Radio; Advertising and Marketing; Software Development and Interactive Content; Writing, Publishing and Print Media; Design and Visual Arts; and Architecture, the report aims to demystify the 'value' debate.



TITLE: 'Embedded' creatives earn more

PUBLICATION: Arts Hub

DATE: 19 February 2014

LINK: <http://www.artshub.com.au/news-article/news/all-arts/-embedded-creatives-earn-more-198176>

'Embedded' creatives earn more

SARAH ADAMS

WEDNESDAY 19 FEBRUARY, 2014

A recently released report reveals negative growth in the creative industries, but there are some surprising positives too.



Temporary workers by [Eva Bee](#).

There are more of us than ever before. We are earning more than we used to. We are largely affected by technology, with software development on the increase, but traditional industries, such as writing and publishing, are struggling to cope with a changing market.

And while the creative industries make a significant contribution to the national economy, that contribution has shrunk steadily.

A [new report](#) released by Australian Government's Creative Industries Innovation Centre (CIIC) in partnership with the University of Technology Sydney, has crunched the numbers on the impact the creative industries had on our economy in the five year period between 2006 and 2011.

The *Valuing Australia's Creative Industries* report found that the creative industries contribute more than \$90 billion annually to the Australian economy, adding more than \$45 billion to GDP and generating annual exports of \$3.2 billion. The professions

TITLE: Digital sector reshaping our \$32.8bn creative industries

PUBLICATION: Technology Spectator

DATE: 19th February 2014

LINK: <http://www.businessspectator.com.au/news/2014/2/19/technology/digital-sector-reshaping-our-328bn-creative-industries>



Digital sector reshaping our \$32.8bn creative industries

19 Feb, 12:22 PM
Technology

Australia's growing digital sector is reshaping the nation's \$32.8 billion creative industries, despite the industry group declining as a whole, a new government report shows.

The Creative Industries Innovation Centre's (CIIC) *Valuing Australia's Creative Industries* report shows jobs in 'software and interactive content' grew 4.2 per cent between 2006 and 2011 in terms of share of jobs within the creative industries, making up the bulk of the sector's jobs at around 50 per cent in 2011-12.

Within that sector, broadcasting and internet publishing has experienced nearly 12 per cent growth between 2004-5 and 2011-12.

However the report found the creative sectors' industry growth product (IGP) as a whole has declined around 1 per cent per year for the last seven years, compared to 3 per cent growth in the broader economy, as a result of the global financial crisis and technological disruption.

Industry Minister Ian Macfarlane acknowledged the importance of leveraging the sector's strengths through innovation to shore up broader economic growth.

"The next step is to ensure we are drawing links across innovation to ensure we are getting the most out of these creative industries in terms of productivity and global competitiveness," Mr Macfarlane said.

CIIC valued the creative industries' contribution to Australia's economy at \$90.19 billion in total annual revenue, or \$32.8 billion in direct contribution to GDP and \$3.2 billion in total exports.

Software development and interactive content contributed the highest amount towards Australia's GDP, at nearly \$19 billion, followed by writing, publishing and print media at \$10 billion.

Other creative industries defined in the report include Publishing and Print Media; Advertising and Marketing; Music and Performing Arts; Film, Television & Radio; Design and Visual Arts; and Architecture.

TITLE: WHO EARNS MORE: DESIGNERS OR ARCHITECTS?

PUBLICATION: InDesignLive.com

DATE: 19th February 2014

LINK: <http://www.indesignlive.com/latest-news/who-earns-more-designers-or-architects#axzz2xnjeiik>

WHO EARNS MORE: DESIGNERS OR ARCHITECTS?

18 FEB 2014

COMPOSITION OF THE CREATIVE WORKFORCE BY SECTOR

DESIGNERS 95,000
ARCHITECTS 47,000

ESTIMATED VALUE OF CREATIVE INDUSTRIES CONTRIBUTION TO GDP IN 2011-12

19.0% OF TOTAL CREATIVE CONTRIBUTION

43,715 embedded workers in non-creative sectors

13,291 total number of specialist creatives in creative & business

\$921 average weekly earnings of specialist creatives in the Design & Visual Arts sector

WEEDLY INCOME DISTRIBUTION

30% 20% 10% 0%

A new report, Valuing Australia's Creative Industries, released today by the Australian Government's Creative Industries Innovation Centre (CIIC), measures the economic value of the Architecture and Design & Visual Arts sectors.

- According to the report, there were 95,000 people in the Design & Visual Arts workforce and 47,000 people in the Architecture workforce in Australia in 2011.
- There were 22,937 businesses in the Design & Visual Arts sector – which includes graphic, fashion, interior, industrial and jewellery designers as well as photography and commercial art services – in 2011.
- The Architecture sector – which covers architectural, drafting, landscape and town planning services – is highly specialised. It is the only segment of the creative industries in which over 30% of the workforce consists of specialist workers (as opposed to administrative and support workers). In fact, over 70% of the 47,000 workforce are specialist workers.
- Architecture professionals are increasingly sought after beyond the creative industries: one quarter of the total workforce (12,373) are employed by non-creative industries.
- The average weekly earnings of specialist creatives working within the Architecture sector is \$1,107, while architecture professionals embedded in non-creative sectors have average weekly earnings of \$1,294. Around 15% of the workforce earns more than \$2,000 per week.
- Design professionals are also highly sought after by non-creative industry employers. Of the 95,000 workforce, 58,000 (62%) are "embedded workers" employed across a range of other creative and non-creative industries, with over 10,000 designers working in the manufacturing industry alone. This demonstrates growing demand for Design & Visual Arts expertise.
- The average weekly earnings of specialist creatives working within Design & Visual Arts is \$921, while the average weekly earnings of professionals embedded within non-creative industries is \$953. Only 5.6% earn \$2,000 or more per week.

TITLE: We can rebalance Australia's economy with creative industries

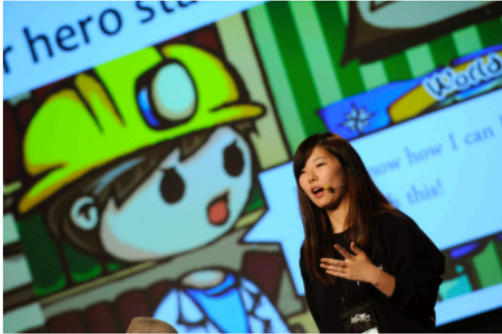
PUBLICATION: The Conversation

DATE: 20th February 2014

LINK: <http://theconversation.com/we-can-rebalance-australias-economy-with-creative-industries-23458>

20 February 2014, 4.17pm AEST

We can rebalance Australia's economy with creative industries



Software and interactive content development account for the largest proportion of creative skills in Australia. [ImagineCup](#)

Australia's economic challenge is now starkly apparent. In the wake of a **diminishing** contribution to our national income by primary commodity exports (think iron ore, coal), we need to "rebalance" the economy with new sources of growth and productivity.

One potential source of growth is internationally traded services, currently dominated by tourism and education, but with professional services increasingly part of the mix. Another major source, perhaps surprisingly in the light of **recent events** in Australian car manufacturing, is **advanced manufacturing** (the use of innovative technology to improve products) with opportunities for "**smart specialisation**" in global value chains.

What these high potential growth activities have in common is an increasing emphasis in their business strategies on creativity and design innovation and, consequently, a deepening interdependence with Australia's newly emerging creative industries.

Last week **Justin O'Connor** argued on The Conversation that these "industries of the future" have "run out of steam". In which case, we should be worried.

But they have not run out of steam.

TITLE: Valuing Australia's Creative Industries report released

PUBLICATION: SGS Economics & Planning

DATE: 25th February 2014

LINK: <http://www.sgsep.com.au/news/valuing-australias-creative-industries-report-released/>



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Valuing Australia's Creative Industries report released

25 Feb 2014

Valuing Australia's Creative Industries

Final Report
Creative Industries
Innovation Centre
December 2013



A report authored by SGS has used best practice management techniques and current data to provide the latest picture of the Australian creative economy.

"Valuing Australia's Creative Industries (2013)" commissioned and released by the Enterprise Connect Creative Industries Innovation Centre (CIIC) measures and profiles Australia's creative industries to reveal the extent of the creative industries in this country. Through analysis of creative intensity and the creative trident, the study has illustrated how pervasive the creative workforce really is - how widely spread and how embedded it is in what may appear at first glance to be non-creative industry types.

The report finds the creative sector contributes around \$90.19 billion to the national economy annually in turnover. It adds almost \$45.89 billion in gross domestic product (GDP) and helps generate exports of \$3.2 billion dollars annually. Over and above this contribution, creative industries in Australia employ many volunteers, whose contribution could not be included within these estimates due to insufficient data.

Introducing the report, Lisa Colley, Director - Creative Industries Innovation Centre Enterprise Connect wrote that the report "validates and values the skills and capabilities of the creative industries in economic terms. It has the benefit of being internationally comparable, and clearly shows the increasing demand for creative skills sets across all industry sectors in our economy, as evidenced by the growing number of creatives employed within other industries"

[Read and download the report](#)

[read media articles about the report](#)

TITLE: CIIC Releases Report on Australian creative Industries, valuing Industries at \$32.8 billion

PUBLICATION: AGDA.com.au

DATE: 4th March 2014

LINK: [http://www.agda.com.au/resources/news/2014/03/ciic-releases-report-on-australian-creative-industries,-valuing-industries-at-\\$328-billion/](http://www.agda.com.au/resources/news/2014/03/ciic-releases-report-on-australian-creative-industries,-valuing-industries-at-$328-billion/)

A new report recently released by the Australian Government's Creative Industries Innovation Centre (CIIC) delivers much needed insight into the economic value of Australia's creative industries as a driver of innovation, employment and gross domestic product (GDP).

The report, Valuing Australia's Creative Industries, shows the creative industries made a direct contribution to GDP of \$32.8 billion in 2011/12, more than the contribution made by many traditional industries.

Over 600,000 people 'create' for a living in sectors such as: film, television and radio; advertising and marketing; design and visual arts; and architecture. This number is growing with about 123,000 businesses operating in the creative industries.

Lisa Colley, CIIC Director, explained the importance of this report in providing a much needed snapshot of the Australian creative economy and the fastest growing sectors within it.

"This report provides a crucial measure of the growth of the creative workforce in Australia and its distribution across all sectors of the economy. It highlights the exciting opportunities these sectors and skills can offer Australian businesses, they really are becoming a key enabler to the broader economy," Colley said.

Overall, the creative sectors contribute , through direct and indirect contributions, around \$90 billion to the national economy annually in turnover, adding over \$45 billion in GDP, and helping generate annual exports of \$3.2 billion.

Minister for Industry, the Hon Ian Macfarlane MP welcomed the report, saying it provides a clear picture of the value of the creative industries to our economy.

"The next step is to ensure we are drawing links across innovation to ensure we are getting the most out of these creative industries in terms of productivity and global competitiveness," Minister Macfarlane said.

The Creative Industries Innovation Centre (CIIC) has worked with over 1,500 creative enterprises since 2009. Giving them a unique vantage point to identify the strengths and opportunities as well as weaknesses and threats that are shaping their future.

The report validates and values the skills and capabilities of the creative industries in economic terms. It has the benefit of being internationally comparable, and clearly shows the increasing demand for creative skills sets across all industry sectors in our economy, as evidenced by the growing number of creatives employed within other industries.

View the [online interactive report here](#) or [Download the full PDF report](#) or [view the press release](#)



TITLE: So What Is Design Integration?

PUBLICATION: Dmzine

DATE: 5 March 2014

LINK: <http://www.dmzine.com.au/design-integration.html>

So what is design integration?



One definition of design integration goes like this:

"Design integration creates breakthrough innovations in business by applying design thinking to corporate strategy and business processes in a coordinated manner."

The Victorian Government Design to Business integration interprets it this way:

"Design to Business (D2B) Integration helps firms to use design across their business activities to become more innovative and achieve sustained competitiveness and growth."

This program is delivered by a New Zealand company called Equip. You can see more about their approach [here](#).

Many approaches to design integration

There are a number of Australian organisations and government departments touting design integration. It is all based on work done by the UK Design Council in their Design for Growth program.

TITLE: Creative Consensus in Tasmania

PUBLICATION: Monash University website

DATE: 14th March 2014

LINK: <http://artsonline.monash.edu.au/master-cultural-economy/creative-consensus-in-australia/>

Creative Consensus in Tasmania

© March 14, 2014



According to the polls the Liberals will win the Tasmanian state elections. Visiting during the last federal elections Tony Abbott said Tasmania could never be a 'restaurant-led economy' and has since argued that the heritage forests should be 'unlocked' for commercial development. These swipes at Tasmanian cultural and ecological tourism are political in inspiration. Logging holds out no realistic prospects for the Tasmanian economy, whereas damage to the state's pristine tourist brand would have real impact. But these are the culture wars. Abbott wants to drive a wedge between the progressive left of Labor – and its erstwhile Green partners – and a traditional working class constituency worried about jobs and resentful of latte-sipping luvvies.

One might have expected an election fought on tough spending decisions and the need to rein in subsidies, 'green tape', bureaucracy. With a twenty per cent lead in the polls, and the Palmer United Party picking up the leftovers, this seems to be working. The surprise in this election is that all three main parties have released policy statements on the creative industries, and they are mostly in agreement.

There is a bit of political ding-dong. Labor warns of cuts and broken promises – pointing to the abolition of the Queensland Premiers Literary Awards. The Liberals say Labor cut the arts budget, and they won't cut it further. Otherwise consensus has broken out.

They all quote the Creative Industries Innovation Centre Report, which claims the creative industries contribute \$33 million to GDP. They are all keen to work in partnership with the recently formed Tasmanian Creative Industry Council. Labor and Liberals are neck and neck on promises to give them \$200,000, easily out-run by the Greens on \$1.1 million. All three look to big projects. The Liberals foreground the redevelopment of the old Mercury building into a creative industry space. Labor urge the redevelopment of the Hobart waterfront. The Greens, not wanting to be outdone, promise 5 million in an attempt to attract a 'Southern Guggenheim', as 'sister museum' to MONA.

So underneath the populist rhetoric, where short-changed working class Tassies are usurped by latte luvvies and shackled by tree-huggers, there is agreement. The creative industries are the way forward; there is a peak body ready and willing; and key development projects are set to go.

For the Greens the creative industries can only be a good thing. They provide new jobs, they are clean, use the sustainable resource of creativity, and they demand an unpolluted, high-quality

TITLE: Print media jobs market tightens

PUBLICATION: The Australian

DATE: 19 March 2014

LINK: <http://www.theaustralian.com.au/media/print-media-jobs-market-tightens/story-e6frg996-1226858954389>

Print media jobs market tightens

SALLY JACKSON | THE AUSTRALIAN | MARCH 19, 2014 12:40PM

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BREAKING into a career in newspapers and magazines has always been hard but new jobs data shows it is only going to get tougher as employment in the industry shrinks.

The number of people directly employed in the writing, publishing and print media sector fell by 3215, or almost seven per cent, between 2006 and 2011, according to a new report from the federal government's Creative Industries Innovation Centre, which is based on the latest census data.

As of mid-2011, the report estimates there were 44,372 people directly employed in the sector, which includes newspaper, magazine and book publishing, down from 47,587 in 2006.

It was the only creative industry sector with falling direct employment numbers and a declining share of national employment.

The jobs market has got even tighter since then, with the media union estimating that in the past two years some 1500 journalists have left the profession due to restructuring and redundancies.

A February industry report from research firm IBISWorld found that in 2010-11 there were 23,472 employees in newspaper publishing in Australia and predicted that number would fall to 18,871 this financial year.

"Industry employment numbers have plummeted in line with the industry's fall," said the IBISWorld report.

"Along with the loss of manufacturing workers engaged in the printing process, demand for highly paid content producers such as journalists and editorial staff has softened, resulting in a declining average wage."

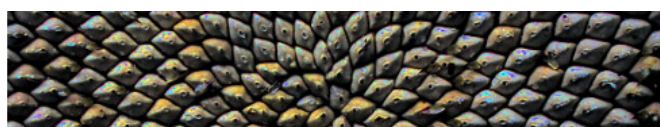
While declines in manufacturing-based jobs were expected to cause overall industry employment to fall over the next five years, "the decline will be at a slower rate than the past five years, when many journalists and editorial staff were made

TITLE: Innovation for realists

PUBLICATION: QLD Government - website

DATE: 20th March 2014

LINK: <http://www.arts.qld.gov.au/blog/index.php/innovation-for-realists/>



Innovation for realists

Date: 20 March 2014 Topic: Strengthen Commercial And Entrepreneurial Capacity

Stuart Cunningham proposes a working concept of innovation for arts and cultural sector . . .

Innovation is an overworked buzzword, a cliché which any serious thinking person can see through immediately. If that is what you think, read on, because I might have news for you.

The arts are often thought of as intensely innovative because each new work is, by definition, new. This is the idea that novelty – or, in the realm of science and technology, invention – equals innovation. But, for the term to have real meaning, bite and traction – for it to be more than a buzzword – it needs to be differentiated from novelty, or invention, for its own sake. Such a move would also help arts and culture to begin to connect to where innovation is really invested in by governments – science and technology.

Innovation, at its simplest, say Mark Dodgson and David Gann, in *Innovation: A Very Short Introduction*, means 'ideas, successfully applied'. The 2008 Review of the National Innovation System said it was 'creative problem solving designed to produce practical outcomes'. The Australian Bureau of Statistics' definition of innovation is 'the introduction of a new or significantly improved good or service; operational process; organisational/managerial process; or marketing method'.

I think these are definitions we can work with.

We want arts and culture to be meaningful to a broader and more diverse population – how do we achieve that? We want arts and culture to be mainstreamed – how do they contribute to social, educational, technological, or environmental improvement? How can arts and cultural enterprises operate with efficiency and resilience – how can they understand demand for their services and engage supportive partnerships?

Innovation in arts and culture can be about forging such partnerships, or re-engineering an engagement strategy, or creating new demand (audience development, anyone?) and rigorously measuring it, or understanding what role R&D might play in your enterprise or sector, or using or developing new technologies to support any or all of these.

TITLE: Creative Industries Innovation Centre unveils film explaining what creatives do via The Explainers

PUBLICATION: Campaign Brief

DATE: 24th March 2014

LINK: <http://www.campaignbrief.com/2014/03/creative-industries-innovation.html>

CREATIVE WEEK ONE New York City
May 5th - May 9th
Celebrating Creativity for the Greater Good

Creative Industries Innovation Centre unveils film explaining what creatives do via The Explainers

Monday 24, March 2014 at 10:05 AM by Ricki [Comments \(0\)](#)

The Creative Industries Innovation Centre (CIIC) has created a film that provides a definitive answer to a question often posed to creative professionals: "What do you actually do for a living?" via digital studio The Explainers.

The video points out that without the creative industries, all other industries would find it much harder to be industrious, which is why two seemingly opposite words "creative" and "industry" actually compliment each other very well.

[VIEW THE VIDEO](#)

The launch of this video builds on the CIIC's recent release of the Valuing Australia's Creative Industries report, which examines the economic value of Australia's creative industries.

Client: Creative Industries Innovation Centre (CIIC)
Production Company: The Explainers
Senior Account Manager: Emily Simmons
Producer: Kates Yeates
Creative Director: Paul Ducco
Copywriter: Nick Richardson
Art Director: Gillian O'Connor
Animators: Gillian O'Connor, Darryn Rogers
Sound Design: Scott Collins @ Noiselab

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[Advertise here](#)

TITLE: What do you actually do for a living?

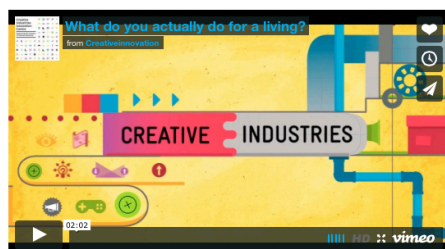
PUBLICATION: Villain Designs

DATE: 24th March 2014

LINK: <http://www.villaindesigns.com/actually-living/#.UzzkIdxec2Q>

WHAT DO YOU ACTUALLY DO FOR A LIVING?

24 MAR 2014 / BY CHRIS AHERN / [LEAVE A COMMENT](#)



What do you actually do for a living? from CreativeInnovation on Vimeo.

The Creative Industries Innovation Centre (CIIC) has created a video that provides a definitive answer to a question often posed to creative professionals: "What do you actually do for a living?"

The launch of this video builds on the CIIC's recent release of the Valuing Australia's Creative Industries report, which examines the economic value of Australia's creative industries. You can download a copy of the report from creativeinnovation.net.au

Credits

Client: Creative Industries Innovation Centre
Production Company: The Explainers | theexplainers.com
Senior Account Manager: Emily Simmons
Producer: Kates Yeates
Creative Director: Paul Ducco
Copywriter: Nick Richardson
Art Director: Gillian O'Connor

TITLE: CIIC answer 'What does a designer actually do'?

PUBLICATION: Desktop

DATE: 25 March 2014

LINK: <http://desktopmag.com.au/news/ciic-answer-what-does-a-designer-actually-do/#.Uz5DY9xec2Q>

CIIC answer 'What does a designer actually do'?



AUTHOR: Desktop

Published: March 25, 2014

[Like](#) [Tweet](#) [Pin it](#)



Launched to coincide with the release of their 'Valuing Australia's Creative Industries' report, which examines the economic value of the creative industries in Australia, and their [Generate Design funding program](#) The Creative Industries Innovation Centre (CIIC) has launched a video in an attempt to answer the common question every creative professional faces: 'What do you actually do?'



Using animation and infographics, the short video summarises the importance of creative professionals and the industry at large.

TITLE: Creative Work Beyond the Creative Industries: Innovation, Employment and Education

PUBLICATION: QUT.edu.au

DATE: 31st March 2014

LINK: <http://eprints.qut.edu.au/65634/>

Creative Work Beyond the Creative Industries : Innovation, Employment and Education

[Hearn, Gregory](#), [Bridgstock, Ruth](#), [Goldsmith, Ben](#), & [Rodgers, Jess](#) (Eds.) (2014) *Creative Work Beyond the Creative Industries : Innovation, Employment and Education*. Edward Elgar Publishing, London. (In Press)

[Contact Author](#)

[View at publisher](#)

Abstract

Creative workers are employed in sectors outside the Creative Industries often in greater numbers than within. This is the first book to explore the phenomena of the embedded creative and creative services through a range of sectors, disciplines, and perspectives.

Despite the emergence of these creative workers, very little is known about their work life, and why companies seek to employ them. This book asks: how does creative work actually 'embed' into a service or product supply chain? What are creative services? What work are embedded creatives doing? Which industries are they working in? This collection explores these questions in relation to innovation, employment and education, using various methods and theoretical approaches, in order to examine the value of the embedded creative and creative services and to discover the implications of education and training for these creative workers.

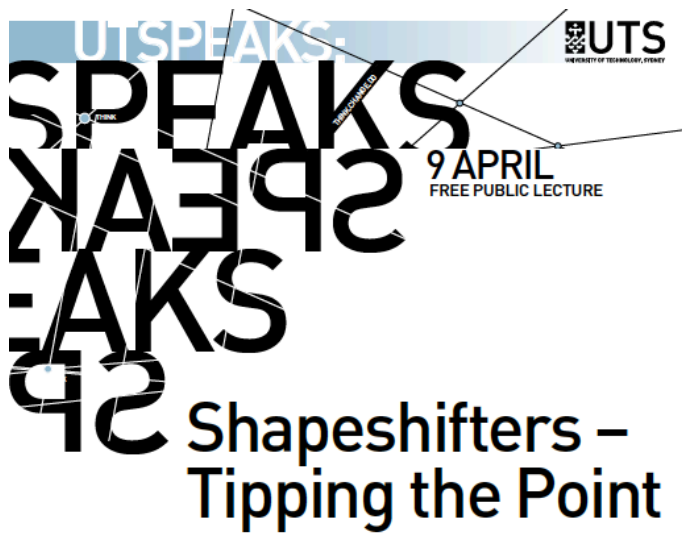
This book will be of interest to practitioners, policy makers and industry leaders in the Creative Industries, in particular digital media, application development, design, journalism, media and communication. It will also appeal to academics and scholars of Innovation, Cultural Studies, business management and Labour Studies.

TITLE: Shapeshifters – Tipping the Point

PUBLICATION: UTS Speaks - Shapeshifters

DATE: 31st March 2014

LINK: <http://newsroom.uts.edu.au/sites/default/files/pdfs/event/UTSpeaks%20-Tipping%20the%20Point%20Flier.pdf>



UTS
UNIVERSITY OF TECHNOLOGY, SYDNEY

SPEAKS

9 APRIL
FREE PUBLIC LECTURE

Shapeshifters – Tipping the Point

When
Wednesday 9 April 2014
6.00pm drinks and canapés
for 6.30pm start
Concludes 8.30pm

Where
Aerial Function Centre
Level 7, UTS Building 10
255 Jones Street, Ultimo

Transport
UTS is only ten minutes' walk from
Central Station, Eddy Avenue and
Railway Square bus stops.

Parking is available for those with
a disability or special need to drive.
Peter Johnson Building, Basement
Car Park, 702-730 Harris St, Ultimo.

RSVP: Tuesday 8 April 2014
Register attendance with
Robert Button
Email: robert.button@uts.edu.au
Tel: 02 9514 1734

MUST OUR PROFESSIONS AND INDUSTRIES EMBRACE THE NEW WAYS – THE NEW LEARNING, THE NEW THINKING, THE NEW DOING?

Prosperity and well-being sustain individuals and enterprises alike. In an increasingly complex modern world, communities, companies and nations require a different, newer mindset to tackle the challenges and opportunities being presented to us. Creative thinking – the beating heart of innovation and discovery, draws us into new realms where our industries and the professions can evolve and thrive.

In this Shapeshifters public lecture and Q&A forum, you'll hear a 'state-of-the-nation' report on the value and potential of Australia's creative industries today. You'll hear a shape-shifting rising star describe how technology is transforming our concepts of literacy. And you'll learn how we are changing education to transform knowledge into being.

HAEL KOBAYASHI (MODERATOR)
Hael is the Executive Director, Creative Intelligence at UTS. He has more than 30 years' experience in film, digital and new media, creative technologies, design, innovation and the performing arts. He has held senior management roles with Lucasfilm and DreamWorks Animation and was a producer for Animal Logic's Oscar-winning Happy Feet. Hael is an active international advocate and lecturer on the creative economy, having presented at the United Nations Conference on Trade and Development, and at Netakle – the UNESCO forum on global digital future. He is a senior advisor to Denmark's INDEX: Design to Improve Life.

LISA COLLEY, DIRECTOR, CREATIVE INDUSTRIES INNOVATION CENTRE (CIIC), DEPARTMENT OF INDUSTRY
Part of the Australian Government's Enterprise Connect program, the CIIC is hosted at UTS and supports the business of creative enterprise by providing business advisory services nationally. CIIC Director Lisa Colley understands the challenges facing small to medium creative businesses. She has three decades of experience in strategic planning, policy, business development, management and events in the arts and cultural sectors. Lisa has contributed actively to key policy debates affecting artists and arts organisations, giving her an insider's perspective on balancing creativity with business outcomes.

JESSICA FRAWLEY
Jessica is a researcher in the UTS Centre for Human Centred Technology and Design (HCTD) and a PhD candidate in the UTS School of Information Technology. She received the 2011 University Medal for outstanding academic achievement. Her interests lie in the impact of technology on people and story telling. Her research focuses on the complexity and diversity among user requirements and perceptions around technology and the role these play in informing technology design.

DR BEM LE HUNTE
Bem is Course Director of the UTS Bachelor of Creative Intelligence and Innovation. She has worked in the creative industries as a creative consultant, brand strategist and writer. Bem has been published globally to critical acclaim and written scripts for documentaries and film. Currently she is working on the launch of a world-first author-own portal at www.writingins.com, to internationally connect readers and writers. She is writing her fourth novel and researching creative pedagogy as well as exploring 21st century storytelling and emerging narrative forms in today's cross-media landscape.

TITLE: Research: Valuing Australia's Creative Industries Final Report Creative Industries Innovation Centre December 2013

PUBLICATION: The Art of Perseverance

DATE: March 2014

LINK: <http://theartofperseverance.com.au/tag/valuing-australias-creative-industries-2013/>

The Creative Industries Innovation Centre (CIIC), which is part of the Australian Government's [Enterprise Connect](#) program, and hosted by the [University of Technology, Sydney](#).



The CIIC supports the business of creative enterprise by providing business advisory services nationally.

The Creative Industries Innovation Centre (CIIC) has worked with over 1,500 creative enterprises since 2009. This has given us a unique vantage point to identify the strengths and opportunities as well as weaknesses and threats that are shaping their future.

However, this sharp focus on individual businesses is not enough. We need to focus on the big picture – the sum of the parts – providing greater detail and analysis of the creative economy landscape.

The CIIC thus commissioned the production of this report, *Valuing Australia's Creative Industries (2013)*. [Learn more about the report here.](#)

TITLE: Musicians Have The Lowest Salaries Of The Australian Creative Sector

PUBLICATION: The Music Network

DATE: 16 February 2014

LINK: <http://www.themusicnetwork.com/musicians-lowest-salaries-australian-creative-sector/>

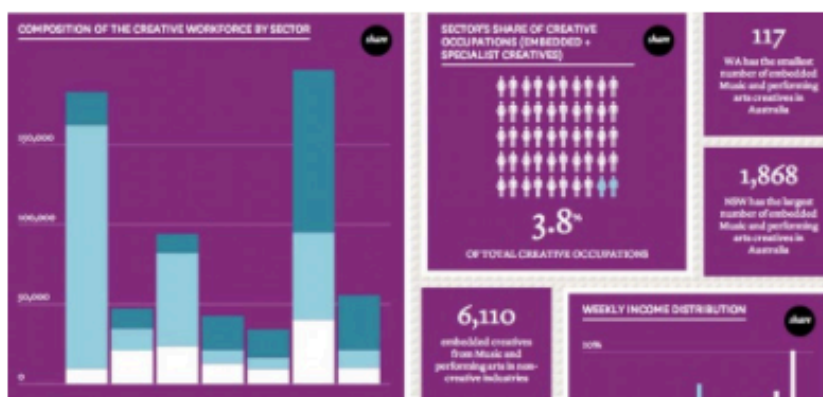


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Musicians Have The Lowest Salaries Of The Australian Creative Sector



by [Poppy Reid](#) - Feb 18, 2014

A report released today by the Australian Government's Creative Industries Innovation Centre (CIIC) has revealed Australian music and performing artists have the lowest average weekly salaries of all creative industry professionals.

The report, which measures the economic value of the music and performing arts sector, found only 6% of employees earned \$2,000 or more per week, where the average weekly earnings for an industry professional amounts to \$972.

The report was based on the incomes of 34,000 people in the music and performing arts workforce who identified themselves as artists, musicians, writers, performers, music and theatre producers, ensembles, and operators in 2011.

The music and performing arts sector is one of three creative sectors to have grown in the past three years, recording the highest seven-year average growth of all sectors at 6%. The report reveals 12% of creative industry businesses are classified as music and performing arts with 5,887 registered in NSW, 4,156 in VIC, 2,348 in QLD, 1,099 in WA, 783 in SA, 224 in TAS and 73 in NT.

Click [here](#) to view the interactive infographs.

TITLE: Cultural and Creative Industries

PUBLICATION: Tasmanian Labour Party report

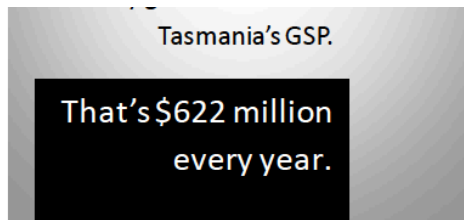
DATE: 11 March 2014

LINK: <http://taslabor.com/wp-content/uploads/2014/01/Cultural-and-Creative-Industries-Policy.pdf>



New research by the Creative Industries Innovation Centre (CIIC) values Australia's creative industries at almost \$33 billion. Further, Tasmanians participate in cultural activities in significantly higher proportions than other Australians – 31.8% in Tasmania against 26.6% for all Australians. Tasmania's high participation rate is a competitive advantage that can help to support the sector.

Labor knows that Tasmania has a critical opportunity to harness the power of its cultural and creative industries. The growth potential of this sector has significant implications for the Tasmanian economy. Cultural and creative industries are a priority sector in the State's Economic Development Plan in recognition of their increasing impact as a driver of employment and economic activity.



creative professionals to move to Tasmania and take measures to grow the sector to create more jobs.

Cultural Policy for Tasmania

Following the launch last year of Australia's second [National Cultural Policy](#), the Tasmanian Labor Government together with stakeholders began work on a Cultural Policy for Tasmania. This work is essential to fully understand Tasmania's opportunities in this area. The Tasmanian Cultural Policy will provide a substantive research base to inform future policy decisions.

A re-elected Labor Government will continue to develop and implement the Tasmanian Cultural

TITLE: Social and ethical considerations in the creative economy

PUBLICATION: Bailey and Yang Consultants

DATE: 7 February 2014

LINK: <http://baileyandyang.com/blog/>

Social and ethical considerations in the creative economy

3

Posted on 07/02/2013 by [thosecreativetypes](#)

I just read this excellent [blog post](#) by Geoff Mulgan, reporting on Hasan Bakhshi's recent work on the creative economy in the UK. (Hasan is the director of creative industries in the NESTA's policy and research unit.)

Geoff explains Hasan and Peter Higgs' analysis of the creative economy, seeking to quantify how many people really do work in creative jobs. They applied a definition of "creative jobs" as ones with "a role within the creative process that brings cognitive skills to bear to bring about differentiation to yield either novel, or significantly enhanced products whose final form is not fully specified in advance." (A side note: the first profession that sprang to mind for me was "teacher." I don't think they are included....)

Using this definition, they established that about 7% of the UK workforce is engaged in creative roles, either within or outside the "creative industries."

I agree with Geoff that the study is a contribution to the increasingly granular and rigorous data that can now form the basis of cities' creative economy strategies, beyond the "hype" of concepts like Richard Florida's "creative class." The data shows the basic hypothesis is sound: the creative economy is growing in importance.

Based on the work Yen and I have done in the creative industries, I agree with Geoff that the data shows the creative economy is a worthwhile site for investment. The research we have done for the Australian Creative Industries Innovation Centre shows that the creative economy can contribute to GDP at the national level, and business profitability and productivity and the granular level.

TITLE: CIIC Biztro: All-you-can-digest business advice in 60 minutes

PUBLICATION: RDA Sunshine Coast website

DATE: March 2014

LINK: <http://www.rdasunshinecoast.org.au/ciic-biztro-business-advice/>



CIIC Biztro: All-you-can-digest business advice in 60 minutes

Date posted April 2, 2014

The Creative Industries Innovation Centre (CIIC) will provide free individual one-hour business consultations for creative enterprises on Tuesday, 27 May.

Sole traders, startups and small businesses in any creative industry have the opportunity to benefit from the knowledge and experience of Business Advisor Sonya Henderson Edbrooke.

Aspects of your business that you may choose to discuss include starting a business, strategic planning, finances, human resources, marketing and intellectual property.

Biztro event information

Date: Tuesday, 27 May 2014

Venue: RDA Sunshine Coast, Room 1:04, 4/12 First Ave, Maroochydore

Session times:

Session 1: 9.30 – 10.30am

Session 2: 10.45 – 11.45am

Session 3: 12.00 – 1.00pm

Session 4: 2.00 – 3.00pm

Session 5: 3.15 – 4.15pm

Session 6: 4.30 – 5.30pm

Please note places are limited. [Register here](#).

Please arrive 10min before your session time to ensure sessions do not run over time.

About Sonya Henderson Edbrooke

Sonya has more than 25 years' experience in the creative industries, including creative and management roles in design, advertising, e-learning, interactive media and business consulting in the USA and Australia. She was a Lecturer in Communication Design (Creative Industries) at the School of Business at QUT. As a Business Advisor in the CIIC she has worked with clients in architecture, creative agencies, interactive media, fashion, design and games to advise them on improving their companies' productivity and profitability.

The CIIC is an initiative of the Australian Government's Enterprise Connect program and is delivered nationally to support the business of creative enterprise.



TITLE: Number of mid-size architecture firms shrink, new entrants increased

PUBLICATION: Architecture and Design

DATE: 27 February 2014

LINK: <http://www.architectureanddesign.com.au/news/number-of-mid-size-architecture-firms-shrink-new-e>

Home / News /

Number of mid-size architecture firms shrink, new entrants increased

27 February, 2014 Lisa Rapley 0 comments



Following on from yesterday's article about **architects being paid more in other industries**, the **Creative Industries Innovation Centre report** also shows the number of mid-size architectural firms have shrunk between 2009 and 2011.

Larger firms – those with more than 200 employees – more than doubled, with new entrants boosting the number of practices at the smaller end.

The number of mid-size firms – those employing between 20 and 199 people – dropped to 308 from 352 in just two years.

The number of large firms increased from 11 to 23, with the non-employing firms – those with a sole architect – rose five per cent.

But size does not necessarily equate to turnover.

The number of architectural firms earning in the brackets of \$50-200,000, \$200,000-2m and over \$2 million fell in the same period. While the number of firms earning in the lowest bracket - \$0-50,000 increased by 12 per cent mainly due to new entrants in the market.

Speaking to **the AFR**, the Creative industries Innovation Centre manager for strategic research Tamara Ogilvie says there has been a period of consolidation where firms have been merging and creating bigger firms in terms of numbers of employees. However, there is a period of catch-up for that to eventually reflect in turnover.

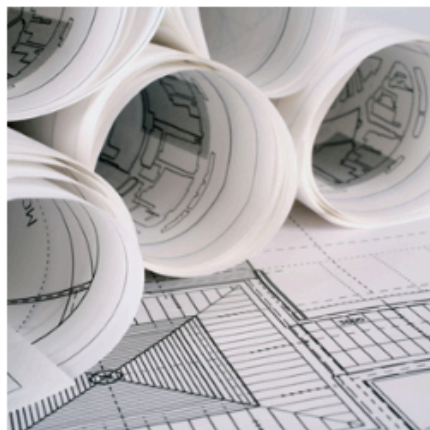


Image: www.organicarchitect.com

Latest News

2014 ARBS Award finalists announced ahead of Melbourne seminar series

Lively new library wins building of the year in Sunshine Coast Architecture Awards

Timber staircase designed to emulate granite rock formations in Oslo office interior

WarkaWater Tower condenses air to collect safe drinking water for Ethiopians

Top 5 favourite products of the moment: Serdar Baycan, Tectura Architects

TITLE: Welcome to the February issue of Art Smarts - Valuing Australia's Creative Industries

PUBLICATION: Australia Council Newsletter

DATE: February 2014

LINK: http://www.australiacouncil.gov.au/research/art_smarts/art-smarts-february-2014

Top reading

Cultural and Creative Activity Satellite Accounts, Experimental, 2008-09
Australian Bureau of Statistics, 10 February 2014

The ABS has released the first experimental measure of the economic contribution of cultural and creative activity in Australia. It shows cultural and creative activity contributed \$86.0 billion (6.9 percent) to Australia's Gross Domestic Product in 2008-09. The estimated creative and cultural activity as a share of Australia's GDP is similar to, or slightly below countries such as Canada, the U.S. and the U.K. The largest industries (in terms of national accounts value) are Design; Literature and print media; Fashion; and Broadcasting, electronic or digital media and film. The accounts also give data on employment and voluntary services, the value of non-market outputs, and the number of business and non-profit entities.

[View the Satellite Accounts >](#)

US Arts and Cultural Production Satellite Account

US Bureau of Economic Analysis (BEA) and National Endowment for the Arts (NEA), December 2013

This preliminary report is the first US federal effort to provide in-depth analysis of the contribution of the arts and cultural sector to gross domestic product (GDP). Using statistical data collected by the Bureau of Economic Analysis, it estimates that arts and culture contributed 3.2 percent (US \$504 billion) of the GDP in 2011, with gross output of this sector generating US \$916 billion. It also gives data on imports and exports, and employment. The NEA has also released a [white paper](#) that explains the process of creating the Satellite Account report.

[Read the preliminary report >](#)

Valuing Australia's Creative Industries

Enterprise Connect Creative Industries Innovation Centre (CIIC), February 2014

This report focuses on capturing the economic value and contribution of Australia's Creative Industries. These industries are those where "creativity is used to create value for their consumers", and the report estimates they contribute AUD\$32.8 billion in Industry Value Added to Gross Domestic Product in 2011/12. The size of the total creative workforce (including "embedded creatives" who have creative occupations within non-creative industries) in 2011 was 611,307 people, which represented 6.2 percent of total employment in Australia.

[Read the report >](#)

TITLE: Creativity is the new efficiency, when it comes to business success

PUBLICATION: AMP – Amplify Festival

DATE: 25 March 2014

LINK: <http://www.amplifyfestival.com.au/learning/creativity-new-efficiency-when-it-comes-business-success>

A new way of learning

British educator Sir Ken Robinson believes that creativity is as important in education as literacy and Hael Kobayashi from the *University of Technology of Sydney (UTS)* agrees. He is among a group of educators championing a more creative approach to every discipline.



"There's frequently a misconception that (creativity) only happens in design. Engineers, for example, undertaking deep research and development use an approach that's fairly similar to a design process," he said.

Kobayashi is the Associate Director of the *Creative Industries Innovation Centre* at UTS and founder of a new degree at the university, a [Bachelor of Creative Intelligence](#): "When we look at the way today's entrepreneurs in Sydney are setting up their business models, it's evident they don't make as many distinctions between sectors as their predecessors once did."

In honour of worldwide Creativity Day, *Amplify* will be exploring the theme of creativity with a special talk and panel discussion with some of Australia's leading experts on creativity.

Hael Kobayashi, along with Claudia Zwart of women's network TOTARA and Con Georgiou, founder of One Million Acts of Innovation will share their thoughts on the value of creativity and its potential for individuals and business.

TITLE: The value of creativity.

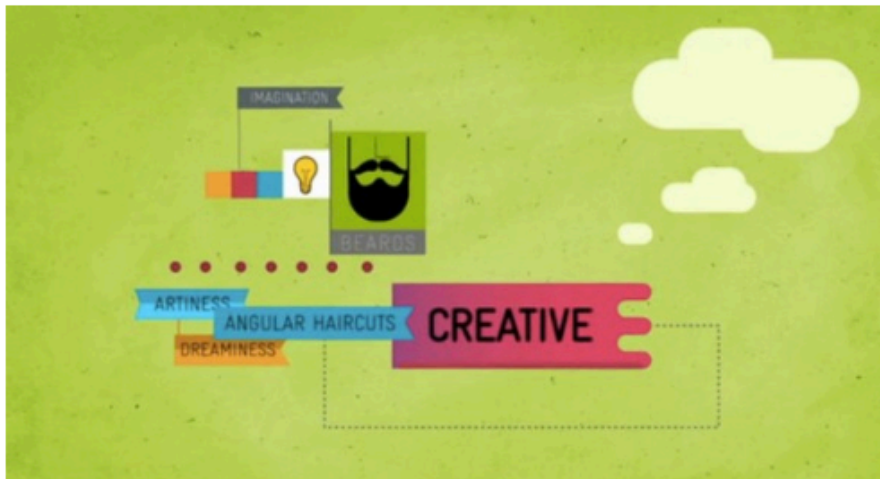
PUBLICATION: DIA

DATE: 24 March 2014

LINK: <http://www.dia.org.au/index.cfm?news=2565&id=101>

The value of creativity.

BY DAVID MELLONIE, FOR THE DESIGN INSTITUTE OF AUSTRALIA

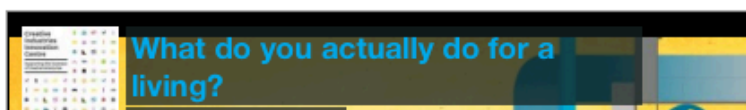


New video promotes the economic benefits.

The Creative Industries Innovation Centre (CIIC) has just released a two minute video that attempts to spruik the value of the 'creative industries' – of which, it is implied, design and designers are a part.

The general thrust of the video is that the creative industries play a bigger role than people might think in Australia's economy, and that 'creativity' and 'industry' are natural partners.

According to the CIIC, the video 'builds on the CIIC's recent release of the [Valuing Australia's Creative Industries report](#), which examines the economic value of Australia's creative industries.'



TITLE: Animation explains why the economy needs creative industries

PUBLICATION: Mumbrella

DATE: March 2014

LINK: <http://mumbrella.com.au/animation-aims-explain-creative-professionals-living-215617>

News Mumbo Opinion Events Freelance Jobs Directory

Animation explains why the economy needs creative industries

The Creative Industries Innovation Centre (CIIC) has created a film that aims to explain what exactly creative professionals do for a living.



Created with digital studio The Explainers, the animated film explains that without the creative input other industries would find it harder to be successful.

The launch of the film aims to build on the CIIC's recent release of its the Valuing Australia's Creative Industries report, which examines the economic value of Australia's creative industries.

Credits:

- Production Company: The Explainers | www.theexplainers.com
- Senior Account Manager: Emily Simmons
- Producer: Katies Yeates
- Creative Director: Paul Ducco
- Copywriter: Nick Richardson
- Art Director: Gillian O'Connor
- Animators: Gillian O'Connor, Darryn Rogers
- Sound Design: Scott Collins @ Noiselab

TITLE: Free Creative Workshops

PUBLICATION: Illaware Association for the Visual Arts

DATE: 23 January 2014

LINK: <http://www.iavacontempart.org/blog/workshops/free-creative-workshops/>

TITLE: FREE Business Planning Essentials and Individual one-hour Business Consultations

PUBLICATION: ScreenWest

DATE: 11 February 2014

LINK: <http://www.screenwest.wa.gov.au/news-and-events/Pages/SCREENONLINE---11-February-2014.aspx>

TITLE: Creative Industry. Is it going to plug the mining and manufacturing hole?

PUBLICATION: 2ser (online & radio)

DATE: March 2014

LINK: <http://www.2ser.com/component/k2/item/7591-creative-industry-is-it-going-to-plug-the-mining-and-manufacturing-hole>

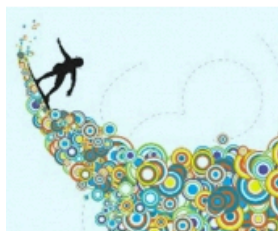


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Creative Industry. Is it going to plug the mining and



Droughts, closures, and the end of the mining boom. It looks like Australia's primary industries are disappearing. Construction is slowing and the mining boom is over. China bolstered Australia's economy for a decade with its need for raw materials, that is now over, or at least, nowhere near as strong as it was just a few years ago. So where do we head next?

Lisa Colley Director at the Creative Industry Innovation Centre, suggests that Australia's creative minds is where the country's future growth lies.

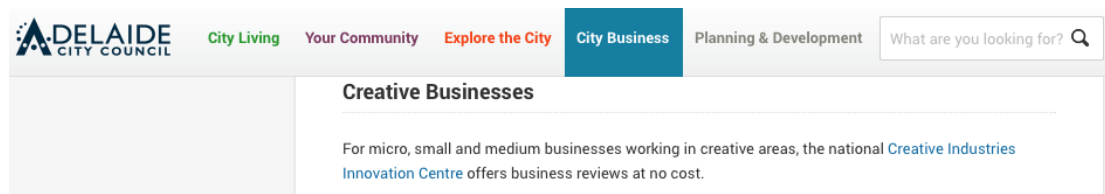


TITLE: Enhance Your Business Skills

PUBLICATION: Adelaide City Council (online)

DATE: March 2014

LINK: <http://www.adelaidecitycouncil.com/city-business/growing-your-business/enhance-your-business-skills/>



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Creative Businesses

For micro, small and medium businesses working in creative areas, the national Creative Industries Innovation Centre offers business reviews at no cost.

TITLE: Study Finds That Musicians Are The Lowest Paid Of Australian Creatives

PUBLICATION: Beat

DATE: March 2014

LINK: <http://www.beat.com.au/music/study-finds-musicians-are-lowest-paid-australian-creatives>



beat CHRISTIE ELIEZER
Joined: 31st May 2011
Last seen: 4th April 2014

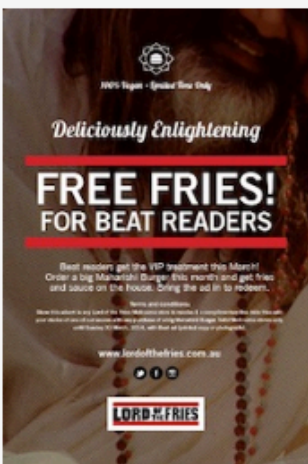
Study Finds That Musicians Are The Lowest Paid Of Australian Creatives

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Australian musicians have the lowest weekly salaries, according to the Commonwealth Government's Creative Industries Innovation Centre (CIIC) study.

Only 6% earned \$2,000 or more per week from their music in 2011. Most made \$972 and \$719 a week from their music. 52% have jobs outside music to survive. The study set out to measure the economic value of the music and performing arts sector, and spoke to 34,000 artists, musicians, writers, performers, music and theatre producers, ensembles and operators. 12% of creative industry businesses are classified as music and performing arts with 5,887 registered in NSW, 4,156 in Vic, 2,348 in QLD, 1,099 in WA, 783 in SA, 224 in TAS and 73 in NT. More details are available at creativeinnovation.net.au.

For more industry news visit Christie Eliezer's [Industrial Strength](#) column.



RELATED CONTENT

 [Melbourne Venues](#)
[Outperform Rest Of Australia](#)

TITLE: CASABLANCA'S CACHE

PUBLICATION: The Political Sword

DATE: 20 February 2014

LINK: <http://www.thepoliticalsword.com/page/CASABLANCAS-CACHE-2014-02-17.aspx>

[theconversation.createsend1.com/.../](#)

17. High percentage of creative practitioners embedded in non-creative industry
Creative Industries Innovation Centre

A report released today by the Creative Industries Innovation Centre (CIIC) has found that 43% of the creative workforce...

[theconversation.com/high-percentage-of-creative-practitioners-embedded-in-non-creative-industry-23313](#)

ENVIRONMENT + ENERGY

TITLE: High percentage of creative practitioners embedded in non-creative industry

PUBLICATION: The Conversation

DATE: 18 February 2014

LINK: <http://theconversation.com/high-percentage-of-creative-practitioners-embedded-in-non-creative-industry-23313>

18 February 2014, 5.18pm AEST

High percentage of creative practitioners embedded in non-creative industry

A report released today by the Creative Industries Innovation Centre (CIIC) has found that 43% of the creative workforce consists of creative practitioners embedded in non-creative industries such as manufacturing, financial services and healthcare.

The report, Valuing Australia's Creative Industries (2013), found that the creative industries cover a diverse range of sectors: Music and Performing Arts; Film, Television & Radio; Advertising and Marketing; Software Development and Interactive Content; Writing, Publishing and Print Media; Design and Visual Arts; and Architecture.

This creative workforce consists of more than 600,000 people in Australia, with 263,563 of those "embedded" in non-creative industries, demonstrating a clear demand in industry for cross discipline skills.

The report shows the creative industries made a direct contribution to Gross Domestic Product (GDP) of A\$32.8 billion in 2011/12.

TITLE: High percentage of creative practitioners embedded in non-creative industry

PUBLICATION: Digital Chic

DATE: 24 March 2014

LINK: <http://digitalchic.com.au>



[The Creative Industries Innovation](#)

[Centre](#) (CIIC) has created a video that provides a definitive answer to a question often posed to creative professionals: "What do you actually do for a living?"

Created in partnership with [The Explainers](#), the video points out that without the creative industries, all other industries would find it harder to be industrious, which is why the words "creative" and "industry" in fact compliment each other very well."

#creative #industry #video

#australia #economy #animation

Mar 24th, 2014



TITLE: What does a 'creative' do anyway?

PUBLICATION: B&T

DATE: 24 March 2014

LINK: <http://www.bandt.com.au/breaking-campaigns/what-does-a-creative-do-anyway>



[Home](#) / [Campaigns](#) /

What does a 'creative' do anyway?

24 March, 2014 0 comments

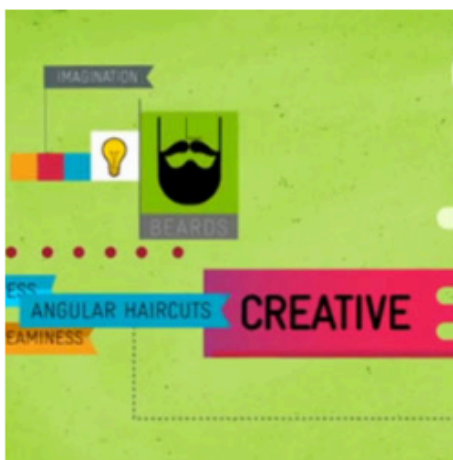


When you tell people 'I'm a creative', are you met with a blank stare and asked 'so, what do you actually do for a living'? If so, show them this video by The Explainers.

Digital studio The Explainers have created a video for the Creative Industries Innovation Centre (CIIC) which runs through the importance of the creative pursuits.

The video also promotes CIIC's 'Valuing Australia's Creative Industries' report which launched in February.

To see the video click here.



TITLE: Generate Design – Program Stages

PUBLICATION: Creative Partnerships Australia

DATE: March 2014

LINK: <https://www.creativepartnershipsaustralia.org.au/how-we-can-help/programs/generate-design/program-stages/>

STAGE 1 Business Module Workshops | Applications Now Closed

Please note that applications for Generate Design are now closed. The following is provided as a reference only.

STAGE 1 of Generate Design is a one-day workshop delivered in major capital cities throughout the country by Creative Partnerships Australia and the CIIC.

The workshop will concentrate on the business skills needed to run a successful graphic design enterprise, and will cover strategy, finance, sales/marketing and business models. The workshops will be delivered by CIIC's business advisers who have extensive experience in working with design businesses.

The workshop will equip attendees with skills needed to put forward a compelling business case for entry into STAGE 2.

STAGE 1 Workshops Details

Attendance at STAGE 1 workshops is limited to selected applicants chosen via the selection criteria process.

The one-day workshops are being held in capital cities in March and April 2014, as listed below.

Sydney	17 March 2014	- Applications closed 3 March 2014
Hobart	19 March 2014	- Applications closed 3 March 2014
Melbourne	20 March 2014	- Applications closed 3 March 2014
Canberra	27 March 2014	- Applications closed 10 March 2014
Adelaide	1 April 2014	- Applications closed 10 March 2014
Perth	3 April 2014	- Applications closed 10 March 2014
Brisbane	8 April 2014	- Applications closed 10 March 2014

TITLE: Digital sector reshaping our \$32.8bn creative industries

PUBLICATION: The Australian

DATE: 19 February 2014

LINK: <http://www.theaustralian.com.au/business/latest/digital-sector-reshaping-our-328bn-creative-industries/story-e6frg90f-1226831749797>

Digital sector reshaping our \$32.8bn creative industries

FEBRUARY 19, 2014 4:00PM



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Australia's growing digital sector is reshaping the nation's \$32.8 billion creative industries, despite the industry group declining as a whole, a new government report shows.

The Creative Industries Innovation Centre's (CIIC) *Valuing Australia's Creative Industries* report shows jobs in 'software and interactive content' grew 4.2 per cent between 2006 and 2011 in terms of share of jobs within the creative industries, making up the bulk of the sector's jobs at around 50 per cent in 2011-12.

Within that sector, broadcasting and internet publishing has experienced nearly 12 per cent growth between 2004-5 and 2011-12.

However the report found the creative sectors' industry growth product (IGP) as a whole has declined around 1 per cent per year for the last seven years, compared to 3 per cent growth in the broader economy, as a result of the global financial crisis and technological disruption.

Industry Minister Ian Macfarlane acknowledged the importance of leveraging the sector's strengths through innovation to shore up broader economic growth.

"The next step is to ensure we are drawing links across innovation to ensure we are getting the most out of these creative industries in terms of productivity and global competitiveness," Mr Macfarlane said.

CIIC valued the creative industries' contribution to Australia's economy at \$90.19 billion in total annual revenue, or \$32.8 billion in direct contribution to GDP and \$3.2 billion in total exports.

Software development and interactive content contributed the highest amount towards Australia's GDP, at nearly \$19 billion, followed by writing, publishing and print media at \$10 billion.

Other creative industries defined in the report include Publishing and Print Media; Advertising and Marketing; Music and Performing Arts; Film, Television & Radio; Design and Visual Arts; and Architecture.

TITLE: CCI Symposium 14 – CCI IN Retrospect and Prospect

PUBLICATION: CCI Program Flyer (CCI Website)

DATE: March 2014

LINK: http://www.cci.edu.au/CCI_Retrospect_Prospect_program.pdf

Tuesday 1 April 2014

QUT Gardens Point Theatre Foyer

Register for Day 1

8.00 - 9.00	Registration - Tea and coffee on arrival
9.00 - 9.30	Welcome and introduction Aidan Byrne, CEO, Australian Research Council Arun Sharma, DVC (Research & Commercialisation), QUT
9.30 - 10.45	The creative economy: idea, evidence, debate Keynote: Ian Hargreaves, Professor of Digital Economy, Cardiff University The idea of a 'creative economy' has been the subject of much academic debate and policy development worldwide over the past decade. Ian Hargreaves, co-author of <i>A Manifesto for the Creative Economy</i> (Nesta 2013), has been an active and effective participant in both academic and policy communities in the UK and Europe. In his keynote, he will speak to the conditions that motivated the re-assertion, via the <i>Manifesto</i> , of the significance of the idea of the creative economy. He will also reflect upon the connections between this thinking and his work, including for the UK Government and the European Commission, on the place of copyright in the creative economy. Lisa Colley, Director, Creative Industries Innovation Centre , speaks to the significance and challenges of the evidence base for the creative economy in an Australian context, in the light of the CIIC's recently published <i>Valuing Australia's Creative Industries</i> . Stuart Cunningham, Director CCI , provides a broader reflection on the academic and industry/policy debates about the creative economy, and outlines a forward agenda for research in the field.
10.45 - 11.15	Morning tea

TITLE: Creating a Better City - Local Business Support

PUBLICATION: Wollongong January Newsletter

DATE: 31 January 2014

LINK:

<http://www.wollongong.nsw.gov.au/services/majorprojects/City%20Centre%20Update/Creating%20a%20Better%20City%2031%20January%202014.pdf>

Local Business Support

Below are some free business support events that may be of interest to you:

Wollongong Small Business Club where you can hear Steven Dixon - an award winning Wollongong Business Person talk.

When: Tuesday 4 February 2014

Time: 5.15pm - 7:30pm

Venue: Villa Doro, 39 - 41 Flinders St, Wollongong

RSVP: via www.rdaillawarra.com.au, click on events to register.

For more information on these events visit www.illawarraitec.com.au

7 Steps to Increase Your Sales and Profit with Steven Dixon

When: Tuesday 11 February 2014

Time: 5.30pm - 8pm

Venue: Illawarra ITeC, 1 - 5 Miller Street, Coniston

Twenty Tips for Running a Creative Enterprise with David Sharpe on Thursday 13 February 2014. Facilitator David Sharpe, Business Adviser, CIIC.

When: Thursday 13 February 2014

Time: 5pm - 7pm

Venue: The Illawarra ITeC, 1 - 5 Miller Street, Coniston

Bookings: Phone 02 4223 3100

TITLE: CIIC Biztro: free business advice for creatives

PUBLICATION: The Loop

DATE: March 2014

LINK: <http://www.theloop.com.au/courses/CIIC-Biztro-free-business-advice-for-creatives/Sydney/888>

The screenshot shows the 'Course Overview' page for 'Creative Industries Innovation Centre' on The Loop website. The page features a navigation bar with 'INSPIRATION', 'PEOPLE', 'COMPANIES', 'JOBS', 'WORKSPACES', 'COURSES', and 'LOG IN'. Below the navigation bar, there are buttons for 'SIGN UP', 'POST A JOB', and 'FREELANCE PRO'. The main content area is divided into three columns. The left column contains a 'VIEW PROFILE' button and a 'DATE ADVERTISED' field showing '05/03/2014'. The middle column contains the course title 'CIIC Biztro: free business advice for creatives', a 'VIEW PROFILE' button, and a description of the course. The right column contains a 'Delivering free business advice' section with a plus sign icon and a description of the course.

THE LOOP INSPIRATION PEOPLE COMPANIES JOBS WORKSPACES COURSES LOG IN

Course Overview Creative Industries Innovation Centre SIGN UP POST A JOB FREELANCE PRO

CIIC Biztro: free business advice for creatives EMAIL THIS COURSE VIEW PROFILE

Delivering free business advice For all creatives great & small 1 hour Biztro sessions for all enterprises. Business Review for larger firms. creativeinnovation.net.au

DATE ADVERTISED 05/03/2014

AREA OF STUDY STRATEGY / PLANNING

PRICE FREE

CONTRACT HOURS 1 X 1 HOUR SESSION

START DATE 03/04/2014

END DATE 03/04/2014

Creative enterprises of any size can register for the Biztro - a free 1 hour business consultation with an experienced Business Adviser. The CIIC's Biztro service was developed for start-ups, sole traders and small and medium creative enterprises, giving them the chance to consult CIIC Business Advisers on all aspects of their business during intensive 60-minute sessions. Topics covered may include starting a business, strategic planning, finances, marketing, ontological activities and intellectual property. - About the CIIC - The Australian Government's Creative Industries Innovation Centre supports the business of creative enterprise. To find out more about the CIIC's free business advisory services visit: [1] or call the CIIC on: [2] Biztro consultations are delivered in most capital cities each month through the Enterprise Connect State and Innovation Centres. A series of sessions are also held in regional areas throughout the year, in partnership with local organisations. Check the website for listings.


TITLE: Design Integration Program - Arming businesses with new ways to differentiate, compete and grow.

PUBLICATION: Enterprise Connect - online

DATE: March 2014

LINK: <https://www.enterpriseconnect.gov.au/ecservices/DIP/Pages/default.aspx>

Enterprise Connect Services

Services	
Business Advisers and Facilitators	
Business Review	
Client Information Guides	
Continuous Improvement Program	
Design Integration Program	
Enterprise Learning	
Leadership 21	
Researchers in Business Grant	
Supply Chain Support	
Tailored Advisory Service Grant	
Technology and Knowledge Connect	
Technology Partnerships Equipment Register	

Design Integration Program

Arming businesses with new ways to differentiate, compete and grow.

Many Australian businesses recognise that innovating is crucial to their survival in an era characterised by increased global competition, high salary and production costs, and a strong Australian dollar. To succeed businesses must be able to produce better products and services that meet a need or solve a problem for consumers, and that consumers are willing to pay a premium for.

Establishing this competitive advantage requires new thinking and new approaches. The link between design and business performance is now widely acknowledged. Design can help businesses command premium prices, gain market share, create compelling customer experiences and even reduce production costs, competing on difference not price.

Enterprise Connect's Design Integration Program assists businesses understand how to use design across their organisations' to drive innovation, productivity and competitiveness. The Program helps businesses identify, translate and integrate customer insights into business strategy, products and services, and customer experiences. This integrative approach embeds design as a strategic business capability across all areas of a business' operations.

The Program is a facilitated, structured and intensive business program that runs over four to six months and is led by Enterprise Connect Design Integration Facilitators in collaboration with specialist design mentors.

Access to the Design Integration Program is available to businesses that have completed an Enterprise Connect Business Review and meet a range of selection and assessment criteria. For more information see the Program client guidelines or visit the Enterprise Connect website video gallery for Program case studies.

Program contact:
Adam Blake
National Manager,
Design Integration Program
0400 994409
designintegration@industry.gov.au

TITLE: Staying alive - managing risk

PUBLICATION: Dmzine

DATE: 19 March 2014

LINK: <http://www.dmzine.com.au/managing-risk.html>

Online design management

19/3/2014

Managing a design business has some general business risks and some specific risks to our type of business. It's worth looking at them all and making sure you have processes in place.

Staying alive - managing risk



Statistics collected by the Australian Bureau of Statistics show that about 15% of small services businesses (1-19 employees) fail each year.

A 2013 survey by accounting software provider CCH and global information services group Wolters Kluwer gave an interesting insight into these business failures. Of those surveyed, 61% of SME operators said small businesses failed because of an inability to manage costs, 50% said inexperienced management, 50% said poorly designed business models or no business plan, 49% said insufficient capital, 37% said poor or insufficient marketing, and 35% said insufficient time managing the books.

This relates to the research undertaken by the Creative Industries Innovation Centre which stated that graphic design business were finding increasing pressure from:

- rising competition
- lack of strategic management


TITLE: A creative license to fix the economy

PUBLICATION: Technology Spectator

DATE: 24th February 2014

LINK: <http://www.businessspectator.com.au/article/2014/2/24/technology/creative-license-fix-economy>

A creative license to fix the economy

Roy Green & Lisa Colley | 24 Feb, 9:25 AM  4

Technology | Economy | Australian News | Leadership | Innovation

Australia's economic challenge is now starkly apparent. In the wake of a [diminishing](#) contribution to our national income by primary commodity exports (think iron ore, coal), we need to 'rebalance' the economy with new sources of growth and productivity.

One potential source of growth is internationally traded services, currently dominated by tourism and education, but with professional services increasingly part of the mix. Another major source, perhaps surprisingly in the light of [recent events](#) in Australian car manufacturing, is [advanced manufacturing](#) (the use of innovative technology to improve products) with opportunities for 'smart specialisation' in global value chains.

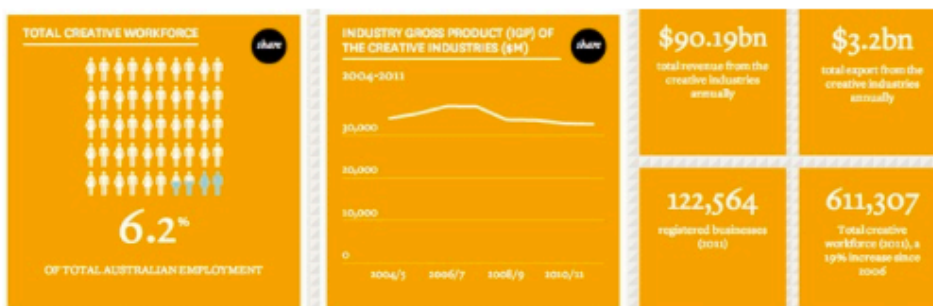
What these high-potential growth activities have in common is an increasing emphasis in their business strategies on creativity and design innovation and, consequently, a deepening interdependence with Australia's newly emerging creative industries.

Last week [Justin O'Connor](#) argued on *The Conversation* that these "industries of the future" have "run out of steam". In which case, we should be worried.

But they have not run out of steam.

Even if we were to allow that [Australian Bureau of Statistics \(ABS\) data](#) on the Cultural and Creative Activity Satellite Accounts may have overstated the direct contribution to Gross Domestic Product of the creative sector at \$86.7 billion, a new report, [Valuing Australia's Creative Industries](#) (which the co-author here, [Lisa Colley](#), worked on) demonstrates the far-reaching *indirect* contribution made by those employed in creative industries to a range of activities across the economy.

The report drills down into the data, finding that at least 43 per cent of the creative workforce consists of 'embedded creatives' – in other words, creative practitioners in 'non-creative' industries such as manufacturing, financial services and healthcare. This marks an increase of 151 per cent since 2006.



TITLE: Number of mid-size architecture firms shrink, new entrants increased

PUBLICATION: InfoLink

DATE: 27th February 2014

LINK: <http://www.infolink.com.au/articles/news/number-of-mid-size-architecture-firms-shrink-new-entrants-increased-n2505310>

Number of mid-size architecture firms shrink, new entrants increased

By Lisa Rapley

27 February 2014

Editorial

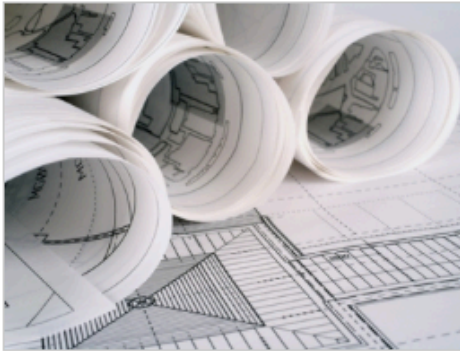


Image: www.organicarchitect.com

Following on from yesterday's article about [architects being paid more in other industries](#), the [Creative Industries Innovation Centre report](#) also shows the number of mid-size architectural firms have shrunk between 2009 and 2011.

Larger firms – those with more than 200 employees – more than doubled, with new entrants boosting the number of practices at the smaller end.

The number of mid-size firms – those employing between 20 and 199 people – dropped to 308 from 352 in just two years.

The number of large firms increased from 11 to 23, with the non-employing firms – those with a sole architect – rose five per cent.

But size does not necessarily equate to turnover.

The number of architectural firms earning in the brackets of \$50-200,000, \$200,000-2m and over \$2 million fell in the same period. While the number of firms earning in the lowest bracket - \$0-50,000 increased by 12 per cent mainly due to new entrants in the market.

Speaking to [the AFR](#), the Creative industries Innovation Centre manager for strategic research Tamara Ogilvie says there has been a period of consolidation where firms have been merging and creating bigger firms in terms of numbers of employees. However, there is a period of catch-up for that to eventually reflect in turnover.

Additionally, she says, "We are still seeing quite a few new entrants in that smaller end. Despite the bleak state of the industry, they can't help themselves but set up shop."

Overall, the industry experienced an average annual growth of 3.3 per cent between 2003 and 2011 for the number of business.