

Entrepreneurs' Infrastructure Programme Creative Industries Innovation Centre Media Report: 1 July – 30 September 2014

TITLE: CIIC Biztro – all you can digest business advice in 60 minutes

DATE: 9th July 2014

LINK: http://www.arts.tas.gov.au/news_articles/latest_news

- › Crowbar crowdfunding incentive program launched
- › Artists' Media Kit: a guide to getting free publicity
- › Season's greetings
- › Celebrating 5 years of the COLLECT Art Purchase Scheme
- › Funding to assist with the preservation and display of collections across the state
- › New release of cultural data
- › Funding for small museums and collections
- › Funding for artists living with disability
- › Funding for artists: investing in the creative work of some of Tasmania's finest artists
- › 2014 AIR artists announced
- › Successful crowdfunding for the arts
- › Arts Industry luncheon
- › New arts investment models forum

CIIC Biztro – all you can digest business advice in 60 minutes

Wednesday, 9 July 2014

The Creative Industries Innovation Centre (CIIC) will be providing free individual one-hour business consultations for creative enterprises in Launceston on Wednesday 16th July 2014 in partnership with Arts Tasmania.

The CIIC is an initiative of the Australian Government's Entrepreneurs' Infrastructure Programme, and is supported by the University of Technology, Sydney. The CIIC is delivered nationally to support the business of creative enterprise.

The CIIC Biztro service offers sole traders, start-ups and small businesses in any creative industry the opportunity to benefit from the knowledge and experience of Business Adviser David Schloeffel.



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

Event information

Date: Wednesday 16 July 2014
Address:
Department of State Growth
Level 1, Cornwall Square

TITLE: Why Advertising Needs to Sort Out Its Image Problem

DATE: 13th July 2014

LINK: <http://www.lbbonline.com/news/why-advertising-needs-to-sort-out-its-image-problem/>

Little Black Book
Celebrating Creativity and the People Behind It

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Why Advertising Needs to Sort Out Its Image Problem

OPINION AND INSIGHT | 133 | 0

Posted 1 month ago by LBB Editorial | Share

Laura Swinton on Create UK raising the profile of creative industries and why it's important



Creativity is good for business. It's one of those ideas held as a self-evident truth to those of us working in advertising, production and design and viewed with scepticism by many on the outside. Much like the idea that migrating to the South of France for a week every summer is 'work'. This year however the 'creative industries' around the world have been busy making the economic argument for their existence. So can we convince the outside world that there's more to professional creativity than the whisky-swilling antics of Don Draper and Roger Sterling or the objectionable hipsters of Nathan Barley? And does it really matter?

The most recent attempt at rebranding the creative industries as a grown up and important part of the economy has come from the Creative Industries Council in the UK. The [Create UK campaign](#), which has been spearheaded by Karmarama, has been designed to highlight the impact everything from game design to advertising has on the UK economy and also tout the UK as a leading creative force to the rest of the world.

It's not just creative business in the UK that's trying to galvanise recognition – in March Australia's Creative Industries Innovation Centre (CIIC) released a video called 'What do you actually do for a living?' to underline the symbiotic relationship between creativity and the wider economy. The video follows last year's report 'Valuing Australia's Creative Industries'. In the US, Americans for the Arts are busy detailing the [impact of creative business](#) in every state. What's more, in January the Organization of American States (OAS), the Inter-American Development Bank (IDB), and the British Council totted up the value of 'creative exports' from the Americas.

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- Can this Film Tempt You To Vacation in North Korea? | SHARE
- Actual Brain Food: 7 Foodie Ideas to Spice Up Your Friday | SHARE

TITLE: Why Write a Manifesto?
DATE: 15th July 2014
LINK: <http://wildwon.com.au/blog/>



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WHY WRITE A MANIFESTO?

July 15, 2014

Stating your values.
 Examining your motivations.
 Clarifying your beliefs and policies.
 This is not something we are often asked to do as human beings.
 I was reminded of this during a recent discussion with our wonderful client [St James Ethics Centre](#) about personal ethics. It seems that - although our beliefs and values impact every decision we make (big or small) - it's rare for us, as people, to write them down and hold to them.
 Yet, we are absolutely asked to do this when we start a company. Especially one which claims to be values-led and prioritise purpose over profit, [which we do](#).
 Yvonne and I are lucky enough to be like-minded and what I call 'like-hearted'. Our guts usually tell us the same thing about what is right or wrong, which is what makes us work so well together as founders. Sometimes we disagree, but the really important decisions are easy and our reasoning is often shared. When it's just the two of you, your values = the company's values.

TITLE: Not just a buzzword: Collaboration is worth \$46bn to the economy
DATE: 17th July 2014
LINK: <http://www.adnews.com.au/news/not-just-a-buzzword-collaboration-is-worth-46bn-to-the-economy>

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Not just a buzzword: Collaboration is worth \$46bn to the economy

By [Rosie Baker](#) | 17 July 2014

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Collaboration was hot topic in Cannes and it's one of the buzzwords currently making the most buzz. But it actually contributes to business performance and the economy, according to a report by Google and Deloitte.

It's worth \$46 billion to the economy each year, they claim. That's 3% of the Australian economy – roughly the same value as the entire [creative industries which were calculated to contribute \\$45 billion to GDP in the Government's Creative Industries Innovation Centre report in February](#). Within that, [advertising and marketing were valued at \\$7.2 billion](#).

There's an additional \$10 billion that could come from more collaborative working that

With comprehensive offline insights

TITLE: Architecture. UTS, Frank Gehry and the shock of the new (business school)

DATE: 19th July 2014

LINK: <http://www.pressreader.com/australia/the-deal/textview>

Architecture

UTS, Frank Gehry and the shock of the new (business school)

Story by: Sue O'Reilly

IN 2010, when Roy Green got the go-ahead to construct a new home for the Business School of the University of Technology Sydney, his dream was to create something “disruptive” – a building that in its design, inside and out, would inspire people to think radically creative thoughts; a building “different from anything ever constructed before”. In the \$210 million Dr Chau Chak Wing Business School, due to be completed in October and officially opened later this year, Green has indisputably achieved those ambitions.

Designed by the world’s most daringly imaginative architect, Frank Gehry, the Business School is stunning – one of those rare, visually disorienting and apparently gravity-de-

fying structures that makes you re-think everything you assumed about architecture and design, about what is possible in a practical and technological sense, about what human beings are capable of achieving.

At first sight, the school will almost certainly shock anyone not already familiar with Gehry’s work elsewhere around the world – and as this is the so-called “starchitect’s” first Australian project, that should be quite a few. The confronting aesthetics of the exterior will spark heated debate for decades, raising eyebrows in all but the most self-consciously avant garde circles for now, yet highly likely to be hailed a masterpiece of early 21st-century architecture in time, just as so many of his



other creations have already been.

Today a sprightly 85-year-old, Gehry has created many famous works including the titanium-roofed Guggenheim Museum in Bilbao, Spain, widely credited with revitalising that city to such an extent that

many economists and city planners now describe the power of iconic architecture to draw vast crowds and stimulate economic growth simply as “the Bilbao Effect”.

Other extraordinary creations of his include the Dancing House →

TITLE: 20 Tips for Running a Creative Enterprise

DATE: 22nd July 2014

LINK: <http://now-events.net/au/page/3216905>

20 Tips Session for Running a Creative Enterprise

Presented by the Creative Industries Innovation Centre (CIIC) in partnership with Arts North West this free open session for those in the business of creativity.

Learn about strategic planning, marketing and promotion, managing creative processes and assistance available to creative industry businesses. See Event Image for more information.

Please RSVP Arts North West as places are limited.

Share on Facebook

Tweet to Twitter

Participate in this Event

TITLE: Event: Creative Industries Innovation Centre business consultations

DATE: 25th July 2014

LINK: <http://www.siliconlakes.com.au/index.php/event-creative-industries-innovation-centre-business-consultations/>

The screenshot shows the Silicon Lakes website. The header includes the Silicon Lakes logo and navigation links: Incubator, Co-Working, Events, News, Our Team, and About Us. The main content area features the event title "Event: Creative Industries Innovation Centre business consultations" with a breadcrumb trail: "You are here: Home / Stuff you need to know... / Event: Creative Industries Innovation Centre business consultations". Below the title, it states the event date as July 25, 2014, and categories as Events by Silicon Lakes. The main text describes the event: "The Creative Industries Innovation Centre (CIIC) will be providing free individual one-hour business consultations for creative enterprises on the Gold Coast on Tuesday 12th August 2014 in partnership with the City of Gold Coast. The CIIC is an initiative of the Australian Government's Entrepreneurs' Infrastructure Programme, and is supported by the University of Technology, Sydney. The CIIC is delivered nationally to support the business of creative enterprise. The CIIC Biztro service offers sole traders, start-ups and small businesses in any creative industry the opportunity to benefit from the knowledge and experience of Business Adviser Sonya Henderson Edbrooke." It lists aspects of business to discuss: starting a business, strategic planning, finances, human resources, marketing and intellectual property. Under "Event information", it states the event is on Tuesday 12th August 2014 at Meeting Room 1, Level 1, Waterside West Building, 9 Holden Place, Bundall. Under "How to register", it provides the link <http://www.creativeinnovation.net.au/business/ciic-services/register/> and notes that places are limited and the service is provided at no cost. Under "Session times", there is no specific information. On the right side, there is a search bar and a "News" section with links to "Two free Uber rides", "Startup Weekend Kids Brisbane", "Cloud and Cloud Applications - workshop for GC businesses", and "The F1® Connectivity Innovation Prize - Challenge 2 is now".

TITLE: Enhance Your Business Skills – Adelaide City Council

DATE: 1st August 2014

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

The screenshot shows the Adelaide City Council website. The left sidebar is titled "City Business" and contains a list of links: Why Adelaide, Starting Your Business, Running Your Business, Business Advisors, Enhance Your Business Skills (highlighted), Business Events, Success Stories, Seminars & Programs, Precinct Support Program, Networking Organisations, Taking Your Business Online, Opportunities & Investment, and Business Responsibilities. The main content area features a large image of a group of people in a meeting. Above the image, it says "4 WEEKS AGO" and "8+1 0" with a "SHARE" button. Below the image, the title "Enhance Your Business Skills" is displayed. The text below the title reads: "Running a business requires broad skills. From understanding your product and knowing your audience, to business governance and legal compliance. We can help you find relevant advice and training programs for you and your staff."

TITLE: The Australian Economy: Has the Lucky Country's Luck Run Out?

DATE: 2nd August 2014

LINK: <http://nsw.greens.org.au/content/australian-economy-has-lucky-countrys-luck-run-out>

The screenshot shows the NSW Greens website. At the top, there is a navigation bar with 'NSW' on the left, 'MEET US', 'MEDIA', 'EVENTS', 'POLICIES', 'THE GREENS' logo in the center, and 'MPS', 'GET INVOLVED', 'SHOP', 'CONTACT' on the right. A 'DONATE NOW »' button is also present. The main content area is split into two columns. The left column features the event title 'THE AUSTRALIAN ECONOMY: HAS THE LUCKY COUNTRY'S LUCK RUN OUT?' and a paragraph: 'A strong and sustainable economy requires innovation, investment and long term commitments to education, research and development. Is it this that has given us over 20 years of continual economic growth? Or are we just lucky?'. Below this, it lists speakers: Professor Thomas Clarke (PhD), Director of the Centre for Corporate Governance at UTS, and Lisa Colley, Director of the Creative Industries Innovation Centre. The right column is titled 'EVENT DETAILS' and lists: Event Dates: Sat, 2 Aug 2014 12:00pm; Location: North Sydney; Venue: Upstairs Function Room at the Union Hotel, 271 Pacific Hwy, North Sydney. A social sharing bar is located below the event details.

TITLE: The Australian Economy: Has the Lucky Country's Luck Run Out?

DATE: 2nd August 2014

LINK: <http://northsideforum.org.au/forum-28/>

The screenshot shows the Northside Forum website. At the top, it says 'Objective Informative Professional'. Below that is a navigation bar with 'Home', 'About', 'Location', 'Contact'. The main content area features the event title 'THE AUSTRALIAN ECONOMY: Has the Lucky Country's Luck Run Out?' and the date 'August 2, 2014'. A photo shows three speakers at a table. Below the photo, it lists the speakers: Chris Steel, Lisa Colley, and Professor Thomas Clarke. A 'Speakers' section follows, listing Professor Thomas Clarke (PhD) with details: 'View Slide Presentation on the Long Term Drivers of Economic Growth', 'Professor of Management at UTS | Director of the Centre for Corporate Governance.', 'Former Chair of the Academic Board at UTS & member of the University Council.', and 'Author of numerous articles on corporate governance, the economy & the Global Financial Crisis.' On the right side, there is a search bar and two lists of events: 'Upcoming Events' (Forum 30: Israel & Palestine (Oct 4), Forum 31: Great Barrier Reef (Nov 1)) and 'Previous Events' (Forum 29: Privatisation, Forum 28: Education & the Economy, Forum 27: Climate Change, Forum 26: Russia & the Ukraine, Forum 25: The Age of Entitlement, Forum 24: Rupert Murdoch, Forum 23: Food Ethics & Sustainability, Forum 22: Corporate Power, Forum 21: Consumerism, Forum 20: Iran, Syria & the West, Forum 19: Nuclear Energy, Forum 18: The Australian Senate).

TITLE: Senate Economics References Committee. Inquiry into the Australian Innovation System Submission from the Council for Humanities, Arts and Social Sciences (CHASS) and the Australasian Consortium of Humanities Research Centres (ACHRC)

DATE: 4th August 2014

LINK:

<http://www.google.com.au/url?sa=t&rct=j&q=&esrc=s&source=web&cd=65&ved=0CDUQFjAEODw&url=http%3A%2F%2Fwww.aph.gov.au%2FDocumentStore.ashx%3Fid%3Df2dc825b-ba92-4009-9b15-5c8bc26302a3%26subId%3D298392&ei=zQwhVKKJFNKA8QXF8IHQCA&usg=AFQjCNHXWeXl1BM-squywSbAbkZDVopAoQ>

Australian Innovation System
Submission 25

Senate Economics References Committee

**Inquiry into the Australian Innovation System
Submission from the Council for Humanities, Arts and Social Sciences
(CHASS) and the Australasian Consortium of Humanities Research Centres
(ACHRC)**

Contacts:

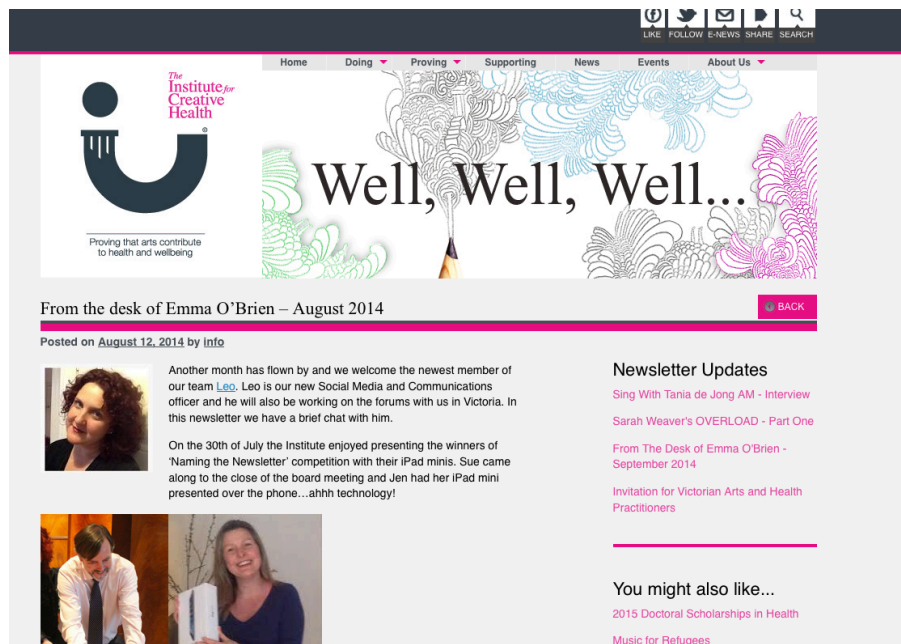
Emeritus Professor Steven Schwartz AM Associate Professor Robert Phiddian
Executive Director, CHASS Director, ACHRC

As the mining industry matures, and its revenues reach a plateau, Australian society must adapt to a new economic (and social) environment. Innovation—the creation and successful application of knowledge—is essential to ensure a secure future for our children and grandchildren. Recognising the changing circumstances, Australian governments at both state and federal levels are investing heavily in education and research. To encourage entrepreneurs to turn new ideas into job-creating businesses, governments have also put tax incentives in place and removed bureaucratic bottlenecks. Still, there is more work to do. Despite many calls to extend Australia’s innovation system to include the humanities, arts and social sciences (the HASS sector), innovation policy remains firmly focused on science, technology, engineering and mathematics (the STEM sector).

TITLE: From the desk of Emma O'Brien – August 2014. The Institute of Creative Health

DATE: 12th August 2014

LINK: <http://instituteforcreativehealth.org.au/desk-emma-obrien-august-2014/>



The screenshot shows the homepage of the Institute of Creative Health. The header includes navigation links: Home, Doing, Proving, Supporting, News, Events, About Us. The main banner features the logo and the text 'Well, Well, Well...' with a colorful, abstract illustration. Below the banner, a blog post is displayed with the title 'From the desk of Emma O'Brien – August 2014'. The post is dated August 12, 2014, and includes a 'BACK' button. The content of the post is partially visible, mentioning a new team member, Leo, and a newsletter update. There are also sections for 'Newsletter Updates' and 'You might also like...' with links to various articles.

TITLE: CI Labs, S4 – University of Technology, Sydney

DATE: 14th August 2014

LINK:

<https://www.uts.edu.au/sites/default/files/UTSCI%20Labs%20S4%20Registration%20Brochure.pdf>

CI Labs, S4

13 – 14 August 2014



CREATIVE INTELLIGENCE LABS, SERIES 4, 2014, UNIVERSITY OF TECHNOLOGY SYDNEY

The Future is Human: Realising Empathy for Change

INTRO.

Business as usual is broken. Leading entrepreneurs and CEOs recognise the need to radically rethink the role and future of business. We've forgotten that economics and business are social constructs developed in the service of people and not the other way around.

What does that mean for innovation? How do we move beyond the hype and put the humanity back into 'human-centred'? How do we reset our thinking and become more human in our approach to success, both for ourselves and for our organisations? What can we learn from creative practice and from each other?

We are living in an era characterised by volatility, uncertainty, complexity, ambiguity, and boundless opportunity. Our use of technology is enabling and estranging; we have unforeseen access to information and networks, yet feel more disconnected than ever. Understand the knowledge, skills and mentality that drive empathy and transformation, and learn how these can be nurtured for

DETAILS.

Venue + directions.

University of Technology, Sydney
Collaborative Learning Space
CB.11.04.300/301
Level 4, Broadway Building 11
81 – 115 Broadway, Ultimo
<http://maps.uts.edu.au/map.cfm>

Time + date.

8.00am – 5.30pm
Wednesday, 13 August &
Thursday, 14 August 2014
Networking drinks:
5.30pm – 7.30pm
Thursday, 14 August 2014

Registration + fees.

Register at: <http://bit.ly/1smjhLV>
Early bird registration

TITLE: Our (pretty sexy) 2013 Annual Report

DATE: 22nd August 2014

LINK: <https://artsnorthernrivers.com.au/blog/our-pretty-sexy-2013-annual-report>



ANR Events Exhibitions Opportunities Courses NRC



Our (pretty sexy) 2013 Annual Report

22 Aug 2014



WHAT'S NEW

- Pop Up Opens With A Bang
- Pop Up Celebration
- Opportunity for Young
- Indigenous Creators
- Workshops Galore!
- Long Story Short // Bronwyn Russell

CATEGORIES

- Accessible Arts
- Art
- Art Award
- Art News
- Art Prize
- Artist
- Artist Books
- Artist in Residence
- Artists
- Arts
- Arts in August
- Arts job

TITLE: Future Models of Employment for the Creative Industries

DATE: 24th August 2014

LINK: <http://www.designfutureslab.org/projects/learning-futures/future-models-of-employment-for-the-creative-industri>

DESIGN LAB FUTURES

Design Futures Lab research group

RECENT NEWS & EVENTS

- The Future is Here: DFL September Colloquium – Stuart Geddes & Brad Haylock
- 2015 PhD Scholarships open for application
- Speculative design through food
- Essaying the Fabpod
- Future Cities: DFL August Colloquium – Dan Hill

FUTURE MODELS OF EMPLOYMENT FOR THE CREATIVE INDUSTRIES

Associate Professor Laurene Vaughan, Dr Leo Berkeley, Dr Adam Nash, Brownyn Clarke, Don Gordon,

The aim of this project (September 2014 to March 2015) is to develop innovative curriculum and shared resources that support students in the Creative Industries for employment post-study. The objective is also to analyse and document the planning process, for systematically embedding international online collaborative learning experiences – including industry involvement for work integrated learning – across the School's undergraduate program suite.

The nature of work and employment in the Creative Industries is transitioning at a rapid rate. Digital and networked technologies not only change what we 'make' in these industries but also the structures within which work takes place. The proposition of stable full-time employment with one company or studio is diminishing. As noted by Lisa Colley, Director – Creative Industries Innovation Centre, QUT Australia, "In ten years' time, the workforce and working environment will look nothing like it does today. It is within the creative industries that these changes are being felt first and

es/

TITLE: 'Valuing Australia's creative industries' report presented at the Liveability & Loveability Taskforce Meeting hosted by The Committee for Sydney

DATE: 17th September 2014

LINK: <http://www.sgsep.com.au/news/valuing-australias-creative-industries-report-presented-at-the-liveability-and-loveability-taskforce-meeting-hosted-by-committee-for-sydney/>

The screenshot shows the SGS website header with the logo 'SGS Economics & Planning Independent Insight.' and a search bar. The navigation menu includes 'ABOUT SGS', 'SERVICES', 'NEWS', 'INSIGHTS', 'CORE TEAM', and 'CONTACT US'. The main content area features a breadcrumb trail: 'home / News / Valuing Australia's creative industries' report presented at the Liveability & Loveability Taskforce Meeting hosted by The Committee for Sydney'. The article title is 'Valuing Australia's creative industries' report presented at the Liveability & Loveability Taskforce Meeting hosted by The Committee for Sydney', dated '18 Sep 2014'. The article text states: 'SGS Principal Rob Lee and Associate Yuan Deng, presented the Valuing Australia's Creative Industries report at the Committee for Sydney's Liveability & Loveability Taskforce Meeting on 17 September. This report was commissioned and released by the Creative Industries Innovation Centre. The report uses the best practice method and current data to define and value the creative sector in Australia.' It includes links for 'View the presentation.', 'View the full report.', and 'Fore more information contact Rob Lee or Yuan Deng.' There is also a 'Share' button with the LinkedIn logo.

TITLE: Bright Sparks

DATE: 18th September 2014


LINK: <http://brightsparks.org.au/>

The screenshot shows the Bright Sparks event website. The header has navigation links: 'ABOUT', 'SPEAKERS', 'PROGRAM', and 'CONTACT', with a lightbulb icon above 'PROGRAM'. A pink circular button says 'BUY TICKET NOW'. The main visual is a stylized flame graphic in yellow and orange. The text 'Bright Sparks' is written in large, colorful letters. Below it, the text reads 'Fire up your creative business October 10 Gateway Island Wodonga'.

TITLE: National Seminar Series – Australian Institute of Architects

DATE: 24th September 2014

LINK: <http://www.architecture.com.au/cpd-education/national/cpd-events>




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National Seminar Series 2012

WHAT'S ON


[Continuum \(online CPD\)](#)

National Seminar Series

The National Seminar Series is a selection of high-quality seminars delivered across Australia. Seminars cover topics addressing each of the competency standards: Design, Documentation, Project Management and Practice Management.

If you would like to suggest a topic for the future or if you have any feedback please contact the CPD Team.

Upcoming events



Modelling the architectural practice for the future

Presented by

Quick links

- [Continuum online CPD](#)
- [Refuel CPD Provider Network](#)
- [PALS Practice of Architecture Learning Series](#)
- [Acumen practice notes](#)
- [Environment Design Guide](#)

Contact

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Level 1, 41 Exhibition St