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Well, hello there.

Welcome to the **Creativeinnovation** e-news.

'Creative innovation' brings together ideas about creativity, innovation, and business enterprise to support Australian creative businesses and entrepreneurs.

The site is an initiative of the **Creative Industries Innovation Centre**, which helps creative companies to improve their knowledge, operations, productivity and competitiveness.

The design festival circuit

The CIIC was proud to partner with two of Australia's leading design festivals recently.

As part of the State of Design Festival in Melbourne, we presented **The Timely (Design) Doctor**, which involved an expert panel discussing two very different hypothetical creative businesses and their models.



At Sydney Design, we held **Smart Design, Smart Business**, in partnership with the Powerhouse Museum, where another panel explored the successful business journeys of experiential design firm E-2 and homewares and jewellery designers, Dinosaur Designs.

With around 100 designers, creative companies and CIIC partner organisations attending each event - we're proud to be delivering events that are meeting the business needs of the creative community.

Keep an eye on our **events section** to find out what we're up to as part of **Unlimited: Designing for the Asia Pacific** event (4-10 October).

Illustration by **Matt Huynh**

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Next New Networks

The CIIC is proud to be supporting Portable's **Next New Networks** events in Adelaide, Sydney and Melbourne during late August and September.



Next New Networks is revolutionising the way in which video is made, distributed and viewed on the internet.

Since launching in 2007, the New York based online video network has had over one billion people view its programming, which extends across categories as varied as film, fashion and politics.

The event features Erik Beck - creator, host and genius behind Indy Mogul, one of the most watched film shows on the internet and the company's flagship.

He will be touring Australia in September to deliver a series of talks, presentations and workshops on super-distribution and how to create massive online audience for your online video.

[Click here](#) for full event details or [register now](#).

Get Big But Keep the Creative

The CIIC is supporting **Get Big But Keep the Creative**, presented by Design Victoria in Melbourne on the 1st of September 2010 as part of Melbourne Spring Fashion Week.



Designers often shy away from expanding their business because they don't want to take their finger off the creative pulse and get stuck with the operational aspects of the business. But what if you could do both? What if you could grow your design business and stay actively involved in the design side?

This seminar will share strategies to assist fashion retail owners and designers with growing their business, while remaining creative. Get big but keep the creative.

The panel will be moderated by Judith Bennett, Business Adviser, Creative Industries Innovation Centre.

[Find out more](#) about the event - or [register now](#) to reserve your place.

Free business workshops in Brisbane, Adelaide and Perth



The CIIC has partnered with Wilson Learning Australia to provide a series of two half-day workshops to business owners and leaders, free of charge, in almost every Australian capital city. The workshops will help you to meet your business leadership challenges, and provide guidance on consultative selling.

We have received excellent feedback from participants who attended the workshops in Sydney and Melbourne

regarding the quality of the facilitator and the practical and relevant content.

Register now for these FREE workshops during September 2010.

A call for creative input



At Creativeinnovation, we're committed to developing relevant and targeted feature stories and business resources for creative companies.

This is your opportunity to provide your insights and shape Creativeinnovation content.

Just answer these two questions:

- * What are your top 3 'burning' business questions?
- * What tools and resources are you looking for to help grow your business?

Please email your responses to [**contact@creativeinnovation.net.au**](mailto:contact@creativeinnovation.net.au).

Creative innovation is an initiative of the Creative Industries Innovation Centre (CIIC), which is supported by the Australian Government's Enterprise Connect program, and the University of Technology, Sydney.

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