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Global mover and shaker joins CIIC to back Sydney's creative rise

Global executive and advocate for the creative industries Hael Kobayashi has joined the Creative Industries Innovation Centre at the University of Technology, Sydney.

Hael's appointment as Associate Director of the CIIC confirms the university's leadership position in this space, further strengthening Sydney's rise at home and abroad. He will be leading the pan university strategy for the creative industries at UTS, bringing knowledge and expertise gained from his international experience, including executive roles at Lucasfilm's Industrial Light + Magic, DreamWorks Animation, and Australia's Animal Logic.

"As a hub for creative industries and innovation, Sydney is rapidly becoming a catalyst and hot house environment for collaboration," Hael said. "Sydney represents the next wave of the digital revolution which transformed San Francisco in the nineties. The nexus of creativity and technology, along with support from industry and government, is what I see taking shape at UTS and the CIIC."

[Read more](#)



Meet our Business Advisers

Discover more about the skills and background of your local CIIC Business Adviser. Our advisers run the CIIC Biztro Business Advice clinics (coming up on February 25th and held on the last Friday of every month) and provide the Enterprise Connect Business Review service.

NSW & ACT

David Sharpe

David has worked both as an arts manager and an adviser on finance and business issues for arts organisations, gaining experience at the Australia Council for the Arts and Film Illawarra.

Mark Stewart

Mark is a senior executive and consultant with a 17-year track record in delivering profitable new products and services across a wide range of sectors and industries in both Sydney and London.

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Tony Shannon

Tony is a specialist in the business of digital content and digital media. He has experience in strategic planning for media and content-based SMEs; IPOs and business sales; managing joint-ventures; constructing e-commerce business models (including mobile) and managing intellectual property.

VIC & TAS

David Schloeffel

David has 30 years experience in creative industries with senior management and creative roles in advertising, marketing, digital, public relations, DM, radio, theatre, event and video production.

Judith Bennett

Judith offers over 13 years of business consulting experience, focusing on strategy and operations across varied industries, and working with Deloitte Consulting, Andersen Consulting, BHP Billiton and her own company.

QLD

Anthony Merrilees

Anthony is a trained solicitor and business consultant with a background in commercial law, creative business consulting and intellectual property.

Sonya Henderson Edbrooke

Sonya has over 20 years experience in business consulting, project management and training development/facilitation within the creative industries in both Australia and the United States.

SA & NT

Stuart Davis

Stuart has significant experience in integrated marketing, advertising and design having held several senior positions in client management. He is also a trained Industrial Designer.

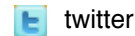
WA

Wendy Were

Dr Wendy Were is one of Australia's leading arts event managers and curators. She has held various positions in arts management, most recently Artistic Director and Chief Executive of Sydney Writers' Festival.

P.S The first session for the Biztro in Perth is February 25th, which will be hosted by Wendy.

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The creative future of the business



The Creative Industries Innovation Centre is proud to be partnering with Advance, the network for expatriate Australians, with the mission of providing Australian creative practitioners and companies access to global opportunities and markets.

To kick off the partnership, the CIIC has curated a panel discussion focused on the future of the creative professions, which will be held as part of the Advance

Women's Summit at the Sydney Opera House on March 8.

The discussion will focus on how businesses will be transformed through creative and digital capability. Creative enterprise puts forward new sets of possibilities for engaging people and markets through digital technologies and design solutions.

The panel features the CIIC's new Associate Director, Hael Kobayashi, Megan Elliot of XMedia Lab Singapore, Laura Chambers of PayPal Mobile and Opher Yom-Tov from BT Financial Group.

[Read more.](#)



Roll up for the Circus

The CIIC is pleased to announce that it has partnered with Australia's peak body for the advertising and marketing industries, The Communications Council, to provide its members access to expert business advice and services.

As a result, the CIIC is promoting Circus, a festival of commercial creativity, from February 22-25, held at Sydney's Carriageworks.

CEO, Daniel Leesong, said the 'Circus' festival would explore the latest developments in the world of marketing while celebrating outstanding commercial creativity.

"The Festival brings together some of the most engaging and influential experts in the world of commercial creativity. They will enthral and entertain while educating us with their ideas, insights and storytelling," said Mr Leesong.

[Find out more.](#)



The latest on Creativeinnovation.net.au...

This month we've investigated how to best commercialise your intellectual property, interviewing industrial designer and musician Tomek Archer - who believes the best way to make money from intellectual property is to share it with others... [Read more.](#)

We've also spoken with Halfbrick CEO Shainiel Deo, about their hit game Fruit Ninja, which has been downloaded by more than 3.5 million people. [Read more.](#)

In our most recent Ideasphere, researcher Michael Falk explores the impact of next generation networks, which are set to change the face of innovation, community life and creativity in Australia. [Read the full Synapse feature and case studies here.](#)

Free advertising on The Loop



Are you looking for new ways to discover fresh creative talent? Are you spending too much time searching for staff to work on projects? Or are you paying recruiters and agents expensive fees to source them for you?

The Loop is a networking and portfolio building website for people and companies in creative industries including design, advertising, creative, digital media, communications, film, TV, animation, publishing and more. The Loop showcases the creative talent of nearly 10,000 Australian professionals.

As a member of Creativeinnovation, the CIIC has secured your company up to \$150 of FREE Job Advertising credit, after which it costs only \$100 per job advertisement posted or \$10 to headhunt talent directly.

If you would like to take up this offer please [email Matt Fayle](#), your company logo and the details of the person within your organisation responsible for talent hire and he'll set you up with an account.

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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