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## Year in Review

Since February 2009, the Creative Industries Innovation Centre (CIIC) has provided business advisory and development services to over 400 creative enterprises across 13 sub sectors.

The successful uptake of CIIC's services reflects our ability to work with creative enterprises of all sizes, combined with the specialised expertise of the team.

Working with key industry bodies, tailoring marketing and communications and developing relevant program content for different industry sectors has been critical to the program's success.

As we head into 2012, our focus is on delivering CIIC Innovation Projects, which will demonstrate the value of the creative industries to other sectors of the economy (e.g manufacturing), in addition to the continuation of our services.

Thank you for your support and best wishes for the festive season!

Lisa Colley

Director, Creative Industries Innovation Centre

(Image credit: I dedicate this creation to you all dream makers... realeoni/ Flickr/ Getty Images)



## Understanding business models

This year, the CIIC partnered with six industry associations to select 50 high potential creative enterprises from around the nation, to participate in a series of **Business Model Workshops**.

The workshop trained participants in Brisbane, Sydney, Melbourne, Adelaide and Perth on how to use the Business Model Canvas and methodology, as developed by Alexander Osterwalder and Professor Yves Pigneur, in their book Business Model Generation.

The Canvas is a one-page tool that can help a business owner to map and understand their business visually. Innovation, creativity and design thinking underpin its use. Workshop participants were coached and supported as they worked through the Canvas, by CIIC Business Advisers, staff and industry partner representatives.

[Register for a business consultation](#)

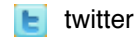
[Learn about business strategy](#)

Read on to discover how the businesses benefited from attending the workshop and using the Canvas tool.

*This workshop series was an initiative of the CIIC, delivered in partnership with Deloitte Private. The program was supported by: Australian Graphic Design Association (AGDA); Australian Interactive Media Industry Association (AIMIA); Australian Marketing Institute (AMI), The Communications Council; Design Institute of Australia (DIA) and Public Relations Institute of Australia (PRIA).*

(Image credit: Anna Zhu Photography)

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## Connecting creatives with investors

The **Connecting Creatives with Investors** workshops were designed to help creative enterprises position their idea or creative business to investors.

The workshops presented case studies and enabled participants to practice 'pitch' techniques designed to give them a competitive edge.

A team of experienced angel investors, industry business development and incubator professionals delivered the workshops.

These workshops were held in Brisbane, Sydney, Adelaide, Melbourne and Perth between 22nd July and 11th of August 2011 and were attended by a total of 140 people nationally.

*This workshop series was an initiative of QUT Creative Enterprise Australia, in partnership with the CIIC, supported by ATP Innovations, Australian Association of Angel Investors, and Innovate SA. The workshops were funded by the Australian Government's Enterprise Connect WIIN program.*



## Designing for success

Enterprise Connect is leading a **Design Integration Pilot (DIP)** program, which will integrate design capability into six selected manufacturing businesses in NSW and SA, to assist with innovation and competitiveness to drive growth.

Businesses are led through a hands on process, helping them understand how design, used well, can be a strategic and effective tool to boost performance, open new markets, cut costs and reduce risk.

The program is being delivered by a team of four business and design analysts, including, New Zealand design integration experts, Equip consultancy, CIIC and Manufacturing Business Advisers and other design industry representatives.

*The Design Integration Pilot is a Commonwealth and State partnership funded through the Department of Innovation, Industry, Science and Research (as part of the Clean21 Making Better Managers Initiative), the Commission for*

*Integrated Design South Australia, and NSW Trade and Investment. The CIIC is part of Enterprise Connect.*

(Image credit: Jorg Greuel/ Digital Vision/ Getty Images)



## Boosting music enterprises

**GENERATE** is a new pilot project that aims to assist music enterprises with attracting investment, in order to compete at both a local and global level.

The Pilot will provide music enterprises with new business development knowledge and skills, expert tailored mentoring support and access to seed investment toward growing the business.

Expressions of Interest and nominations are now open to participate in Stage 1 of the project. This includes State-based program briefings and business model workshops, which will be held around the country during February 2012.

To find out more about the second and third stages of this pilot (including up to \$30,000 in investment funding), [read the full story here](#).

Register your interest in the Stage 1 workshops here (EOI closes 31 January 2012).

*GENERATE is led by the CIIC in partnership with the Australasian Performing Right Association (APRA) and is supported by the Australian Music Industry Network (AMIN) and the Commonwealth Government's Office of the Arts.*

(Image credit: Steven Errico/ Digital Vision/ Getty Images)

## Integrating interactive media skills



In recent years, international publishers have scaled back on the release of big budget gaming titles to Australian development companies, seeing the closure of many major local development houses.

As a result, interactive media professionals with high-end skills have an opportunity to apply their knowledge to 'non-games' industry sectors. These skills will be in great demand with the roll out of the National Broadband Network.

**The Interactive Skills Integration Scheme (ISIS)** is a 2-year workforce innovation project focused on addressing these issues - and will model the interplay of interactive media expertise in 'non-games' industry sectors.

This will be done through a series of 'pilot integrations', in which teams of interactive media experts will be 'integrated' into organisations from these non-games sectors, to explore opportunities for increased commercial competitiveness.

ISIS also includes elements of research, tool-development,

student placements and mentoring.

*Program Partners: ARC Centre of Excellence for Creative Industries and Innovation; CIIC; QUT Creative Enterprise Australia.*

*Program Funders: Victoria Government's Department of Business and Innovation; Australian Government's Department of Education, Employment and Workplace Relations*

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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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