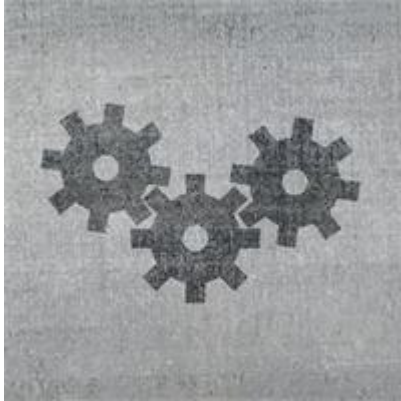


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Enabling innovation

The Creative Industries Innovation Centre (CIIC) is delivering four national pilot programs which focus on delivering innovation and increasing competitiveness for Australia's creative enterprises.

The pilots focus on:

1. Integrating design strategy and interactive media skills into a diverse range of industry sectors, such as manufacturing, in order to showcase the impact of cross-sector collaboration and drive increased profitability.
2. Upskilling creative and cultural enterprises in order for them to refine or develop their business model, reach new markets and customers, and maximise the competitive digital marketplace.

This important work comes at a time when some industries are facing serious challenges, competing in a high cost economy. We firmly believe the creative industries have a critical role to play in supporting Australia's small and medium enterprises to differentiate themselves and build a truly creative economy.

Please read on to find out more.

Regards, Lisa Colley, Director, CIIC

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Music business models

The GENERATE pilot program aims to develop and invest in new business capabilities and enterprises in the Australian music industry.

The pilot is led by the CIIC in partnership with the Australasian Performing Right Association (APRA) and supported by the Australian Music Industry Network (AMIN) and the Commonwealth Office for the Arts.

The Stage 1 GENERATE workshop was facilitated by Anthony Merrillees, a CIIC Business Adviser, who is also a former drummer and trained solicitor, and Adam Blake, CIIC's National Programs and Partnerships Director.

Perth was the first city to host the GENERATE Stage 1

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workshops, followed by Adelaide, Darwin, Brisbane, Sydney and Melbourne. The program sparked widespread interest, receiving a total of 253 applications, from which 139 successful candidates were invited to attend the one-day workshop in their city.

Adam Blake said, "The Stage 1 workshops provided participants with business knowledge and tools, allowing them to question the value of their business proposition. For funders of creative enterprises, GENERATE has provided a new industry-led model to support the best business ideas."

National Manager of Writer Services at APRA, Kirsty Rivers said, "GENERATE is a testament to APRA's confidence in the next generation of music business entrepreneurs. Participants were able to meet the program partners face-to-face and gain a thorough grounding in valuable business planning skills."

[Find out more.](#)

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The digital marketplace

Tasmania's small to medium creative enterprises and cultural organisations are encouraged to attend the CIIC's Digital Marketplace pilot program in Hobart on Thursday 26 April 2012.

This full day pilot program is aimed at cultural and creative enterprises with an existing online presence, who are looking to advance their understanding of their customers, digital marketing strategies and how they can be used to reach new markets, develop new business models or refine their existing business model.

During the first half of the day, participants will hear from keynote speakers, Peter Tullin, a UK cultural entrepreneur and co-founder of CultureLabel.com, an online shop for the arts; Mark Cameron, CEO of Working Three, a digital consultancy which develops brands, digital and creative strategies, and David Gurney, director of Hobart-based Blue Rocket Productions, a digital media studio that produces animation and interactive media for television, online and mobile.

The second half of the day will take the form of a practical business model workshop, which will be facilitated by expert CIIC business advisers, David Schloeffel and Dr Wendy Were.

To RSVP please contact bea.harrison@uts.edu.au / 02 8217 5004. Please note that places are limited.

Peter Tullin is a guest of the Australia Business Arts Foundation (AbaF), and AbaF's CultureLabel tour. AbaF is a founding partner of CIIC.

[Find out more.](#)

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Manufacturers benefit from design

Enterprise Connect is leading a Design Integration Pilot (DIP) program, which integrates design capability into selected manufacturing businesses in NSW and SA, to enhance innovation and competitiveness to drive growth.

The program is working hands on with companies to identify how design can help the businesses to differentiate and compete in a high cost economy.

The program is being delivered by a team of business and design analysts, from Equip consultancy, the Enterprise Connect Creative Industries Innovation Centre (CIIC) and Manufacturing Centres and other design professionals.

Rossi Boots and Street & Park Furniture have completed the first stages of the pilot and said that they believe it has given them a deeper understanding of the value of design to their business operations and strategy.

Cameron Johnston, Managing Director of Street and Park Furniture, said: "I am always excited at opportunities to improve our manufacturing and design competitiveness. What we hope to use this program for - is a launching pad against our competitors based on good design. Good design is possible in South Australia and is so often not valued or celebrated."

The final SA company to complete the pilot is B-d Farms, a producer of biodynamic dairy products. In NSW, air, water and gas product solutions manufacturer, Enware Australia Pty Ltd, and IVR Group Pty Ltd, manufacturers of natural ventilation and architectural sun-shading solutions, are now commencing the pilot.

The Pilot is a Commonwealth and State partnership funded through the Department of Industry, Innovation, Science, Research and Tertiary Education (as part of the Clean21 Making Better Managers Initiative), the Commission for Integrated Design South Australia, and NSW Trade and Investment. The Creative Industries Innovation Centre (CIIC) is managing the pilot on behalf of Enterprise Connect.

[Read more about the Pilot here.](#)

[Read the Design Integration feature.](#)

Jorg Greuel/ Digital Vision/ Getty Images



Interactive media integrations underway

The Interactive Skills Integration Scheme (ISIS) program has commenced its pilot integrations in Victoria, New South Wales and Queensland.

In Victoria, the Australian Turntable Company (ATC) designs, builds and installs various rotational movement systems and is working with Media Saints, a Melbourne-based cross platform production company.

Through ISIS, Media Saints is assisting ATC with the development of an online and interactive toolkit to assist the expansion of its international franchising operations.

RMIT students are being offered internships to work closely with both companies in establishing a proof of concept/prototype for commercial development. They will identify how the skills being taught in interactive media and games design studies can be applied to 'non-games' industry sectors.

In New South Wales, the University of New England's SiMERR (the National Centre of Science, Information and Communication Technology and Mathematics Education for Rural and Regional Australia) is working with interactive media companies, Toggle Media and Ark Games. They are focused on transforming SiMERR's rural youth education programs from a card-based system to an online program.

Students at the University of Technology, Sydney (UTS) have now been selected to work closely with the teams from Toggle Media and Ark Games to obtain insights into the how to apply the skills and knowledge to the education sector.

In Queensland, mining industry company, Ground Breaking Innovations (GBI) is working with Zone 4, a Brisbane-based specialist data visualisation company, to explore opportunities for the online delivery of graphic information.

QUT students are now being selected to work with the team from Zone4 and obtain insights into operational procedures for interactive media companies, applying this to the mining sector.

[Find out more.](#)

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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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