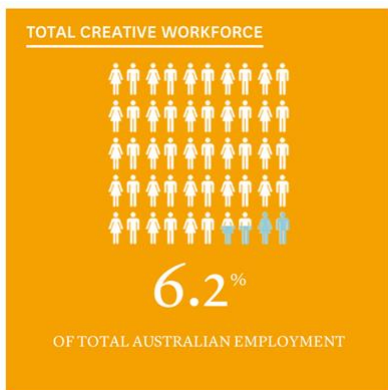


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# Creative Industries Innovation Centre

Supporting the business of creative enterprise



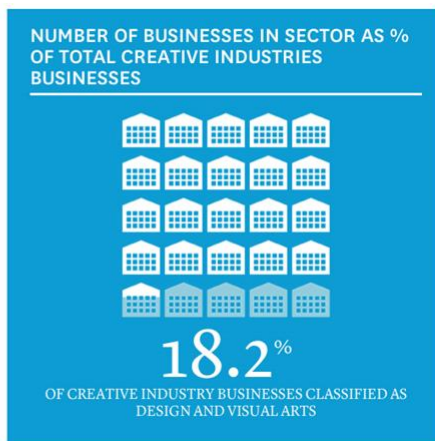
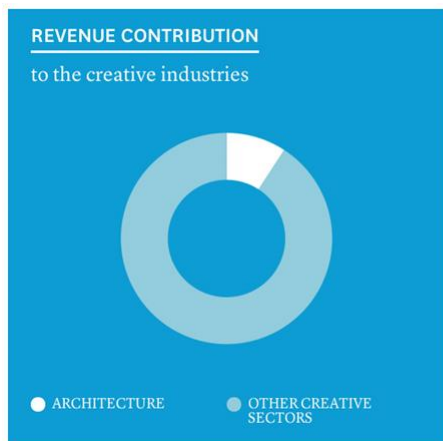
## What are Australia's Creative Industries really worth?

The cultural value of Australia's creative industries is well documented, but what are they worth in economic terms?

This week the CIIC published a hefty report, *Valuing Australia's Creative Industries*, which shows the creative industries made a direct contribution to GDP of \$32.8 billion in 2011/12 and generated annual exports of \$3.2 billion.

Over 600,000 people 'create' for a living, and interestingly 43% creative professionals work outside the creative industries in sectors like manufacturing and retail.

[Find out more here.](#)



sector guides to running a creative business

## Who earns more: architects or designers?

The CIIC worked with Small Multiples to create a visualization of the findings of the Valuing Australia's Creative Industries report.

It provides a useful tool for comparing average weekly wages and business turnover on a sector-by-sector basis.

The good news is incomes have been steadily rising: over 20% of those employed within the creative industries in 2011 were earning \$2,000 or more per week, up from around 13% in 2006.

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## Six Things Profitable Creative Companies Do

Here at the CIIC, after working with over 1,500 creative enterprises, we are starting to see what successful creative businesses have in common:

1. They meet a clear market demand
2. They have a core product which is profitable
3. They build great brands
4. They sell
5. They pursue quality without over-servicing
6. They maintain their passion for their creative practice. Because it is – after all – what got them into running a creative industries business in the first place.

It's not an exhaustive list, but hopefully I have identified a few hallmarks of success to emulate.

This is an edited excerpt from David Sharpe's recent blog post. [Read the full article here.](#)

Image: Object. Make.play studio/ Photography Andrew Cowen

# GENERATE DESIGN

## Generate Design

The CIIC is pleased to be part of a new program just launched by Creative Partnerships Australia. Generate Design is a new business strategy and mentoring program, which will invest in the growth and development of the Australian graphic design industry.

Delivered with the Australian Graphic Design Association (AGDA), Generate Design will support graphic designers who are seeking to create or innovate their own business, or those in start-ups or small to medium-size agencies with plans for

growth and innovation.

The program will reach up to 240 graphic designers around Australia through business development workshops, culminating in Creative Partnerships Australia granting a total of \$100,000 to the 10 most outstanding enterprise plans presented by participants.

Stage 1 workshops are taking place in major capital cities in March and April.

For more information and to apply, [click here](#).



## Free business advice for the creative industries

The CIIC's 'Biztro' is a free 1-hour business consultation with an experienced Business Adviser.

It was developed for start-ups, sole traders and small and medium creative enterprises, and we encourage you to return to discuss your progress throughout the year.

Topics covered include starting a business, strategic planning, finances, marketing, online/digital activities and intellectual property.

Biztro sessions are held regularly in Sydney, Melbourne, Brisbane and Adelaide and in regional areas on a bespoke basis.

To see the available session times and register, [click here](#).

Image: Wildwon/ Photography Andrew Cowen.

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

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