

Q&As for EIP Transition, CIIC Closure and Legacy

V1.2, for CIIC staff use with external enquiries: 22/09/2014

Note: this document will be updated. Check you are using the latest version with Lisa Andersen lisa.andersen@uts.edu.au

Table of Contents

Changes to Eligibility for Business Services under EIP	2
Q. Since 1 September, which new creative businesses are now eligible for business support services through the Department of Industry’s Entrepreneurs’ Infrastructure Programme?	2
Q. Who are the ‘Enabling Technology and Service Providers’ now eligible for business support services under EIP and where do creative businesses fit in this category?	3
Q. Which types of creative industry businesses previously serviced by Creative Industries Innovation Centre (CIIC) will now be ineligible?	3
Q. What about eligibility for existing CIIC clients?	4
Q. Why have these changes been made?	4
Applying for Business Services through the EIP	5
Q. What are the business services offered by EIP?	5
Q. What is the application process?	5
Q. What about non-creative professional services?	5
Q. If I apply will I get the business adviser I nominated?	5
CIIC Closure	6
Q. What is the timeline for the wind-up of CIIC services?	6
Q. Can I still apply for Biztro?	6
Q. How is the CIIC continuing to support Creative Industries?	6
Q. What is the future of the Creative Industries Innovation Centre (CIIC) at UTS?	6
CIIC Legacy	7
Q. What are the achievements of the CIIC?	7
Q. What will be the legacy of the CIIC at UTS?	7

Changes to Eligibility for Business Services under EIP

Q. Since 1 September, which businesses are eligible for business support services through the Entrepreneurs' Infrastructure Programme?

On 1 September, 2014, the eligibility requirements for businesses to access business support services through the Department of Industry's Entrepreneurs' Infrastructure Programme changed.

For new businesses (ie, businesses who have not previously accessed business review or business evaluation services) to be eligible to receive a Business Evaluation and other business services, applicants must:

1. Be a small to medium sized business operating in one or more of the five growth sectors (listed below) or have potential to be an 'Enabling Technology or Service Provider' to these sectors. The five growth sectors are:

- Advanced Manufacturing
- Food and Agribusiness
- Medical Technologies and Pharmaceuticals
- Mining Equipment, Technology and Services
- Oil, Gas and Energy Resources

2. Be a corporation or body formed under Commonwealth law. *That is, the business must have an Australian Company Number (ACN).*

3. Have operated in Australia and filed Business Activity Statements showing ongoing trading in at least three consecutive years;

4. Have an annual turnover (i.e. total revenue from the sales of goods and services as reported in the firm's Business Activity Statements) or operating expenditure in the current or one of two preceding financial years within the following thresholds:

a. \$1.5 million and \$100 million, or

b. \$750,000 and \$100 million for applicants in Remote Australia (*NOTE: Remote Australia is defined and based on the Australian Bureau of Statistics Remoteness Classification 2006. For remote classification please see: <http://www.business.gov.au/advice-and-support/EIP/Pages/Business-Evaluation.aspx>*)

5. Be solvent

6. Not have received an Entrepreneurs' Infrastructure Programme Business Management Service or Grant, or Business Review or Tailored Advisory Service Grant under the Enterprise Connect Programme in the last five years; and

7. Not be named by the Affirmative Action Agency as an organisation that has not complied with the Workplace Gender Equality Act 2012 (Cth). Companies on the current list of non-compliant organisations (available at: wgea.gov.au) are not eligible to apply.

To assess if your company meets the eligibility criteria for services, please go to:
<http://www.business.gov.au/advice-and-support/EIP/Pages/Business-Evaluation>.

Q. Who are the 'Enabling Technology and Service Providers' now eligible for business support services under EIP and where do creative businesses fit in this category?

Businesses that provide enabling technologies and services to one or more of the five growth sectors or, if not already working with one of the sectors, have skills, capability, intellectual property or expertise to add significant value to the sectors in the future are eligible for EIP services.

This could include businesses working in Freight and Logistics, Infrastructure Related Construction, Information and Communications Technologies, and Professional Services.

Some creative industry businesses will fit within the following two categories of enabling technology and service providers:

- **Information and Communications Technology:** Businesses that provide supporting information, communication and digital services to one or more of the five Growth Sectors through: telecommunications services; internet service providers, web search portals and data processing services; sensor technologies; satellite systems; digital control and monitoring systems; library and other information services.
- **Professional Services:** Businesses that provide supporting technologies or services to one of more of the five Growth Sectors through: scientific research; architectural, engineering and technical services; advertising services; other professional, scientific and technical services; and computer system design and related services.

Q. Which types of creative industry businesses previously serviced by Creative Industries Innovation Centre (CIIC) will now be ineligible?

Up to 31 August, the types of creative industry businesses who were eligible for business services through the CIIC were:

- Music and Performing Arts
- Film, Television and Radio
- Advertising and Marketing
- Software and Interactive Content
- Writing, Publishing and Print Media
- Architecture
- Design and Visual Arts

From 1 September, applicants for EIP business services from the creative industries sector must already provide 'enabling technologies or services' to the five growth sectors, or demonstrate that they have the skills, capability, intellectual property or expertise to add 'significant value' to one of the five growth sectors in the future. In addition, to be eligible businesses will have an annual turnover of \$1.5 million or greater and possess an Australian Company Number (ACN).

This means that a number of types of creative businesses that were previously eligible for business services up to 31 August 2014 are now unlikely to be eligible.

The areas least likely to be affected are businesses that provide business-to-business services and products. The areas most likely to be affected are the not for profit arts sectors and business-to-consumer producers.

Please read the eligibility information at <http://www.business.gov.au/advice-and-support/EIP/Pages/EIP-Eligibility.aspx>

If you believe your business has the potential to provide 'enabling technologies or services' to the five growth sectors, you can submit an application for a business evaluation and make your case in that application.

The application process takes 15-30 minutes and will allow us to accurately assess your eligibility for EIP services.

Q. What about eligibility for existing CIIC clients?

Existing CIIC Clients who currently receive a Business Review and Business Evaluation will continue to receive services. This includes access to Tailored Advisory Service Grants and Business Growth Grants.

Any creative industry business who applied for CIIC services before 1 September 2014 under the previous eligibility requirements will have access to services (if they meet that eligibility).

Clients whose application was approved for a Business Review service before 1 July 2014 will also continue to have access to the Continuous Improvement Program. All existing contractual arrangements will be met.

Q. Why have these changes been made?

The changes made to the services offered, and eligibility criteria applications are assessed against, have been implemented to align with the Australian Government's new Industry Policy, refocussing national efforts to build on national strengths and drive excellence and capability in sectors with the most economic potential.

The five growth sectors have been publicly identified as areas of opportunity for Australia in research undertaken by Deloitte Access Economics, IBISWorld and McKinsey. While other sectors have also identified as growth sectors (eg Tourism and International Education), a decision has been made to focus on sectors that are within the current remit of the Department of Industry's portfolio.

Applying for Business Services through the EIP

Q. What are the business services offered by EIP?

- Business Evaluations (from 1 September): a comprehensive analysis of your business carried out by a skilled Adviser at no charge to your business.
- Business Growth Grants (from 1 September): for businesses that have undertaken a Business Evaluation or Business Review, grant funding can be used to engage a consultant to make improvements to your business that were recommended by your Adviser
- Research Connections (from 1 September): helps small and medium businesses to collaborate with the research sector to develop new ideas with commercial potential through tailored advice, referrals and accessed to a matched funding grant worth up to \$50,000.
- *Commercialising Ideas (details on this service are being finalised and will be announced in November 2014)*

For more information on any of these services, go to: <http://www.business.gov.au/advice-and-support>

Q. What is the application process?

Applications for a Business Evaluation through the Entrepreneurs' Infrastructure Programme (EIP) are completed and submitted electronically at: <http://www.business.gov.au/advice-and-support/EIP/Pages/Business-Evaluation.aspx>

Applications for a Tailored Advisory Service or Business Growth Grant can be submitted at: <http://www.business.gov.au/advice-and-support/EIP/Pages/Business-Growth-Grants.aspx>

The Programme Delegate will decide which applications are eligible. Clients will be emailed a decision within four working days of submitting a complete application.

Applications take between 15-30 minutes to complete.

Q. What about non-creative professional services?

Businesses that provide, or have potential to provide, supporting technologies or services to one or more of the five growth sectors may be eligible for EIP.

Please read the eligibility information provided at <http://www.business.gov.au/advice-and-support/EIP/Pages/EIP-Eligibility.aspx> to self-assess against the eligibility criteria.

Q. If I apply will I get the business adviser I nominated?

In most cases, a firm will be able to work with their preferred Business Adviser as nominated on their application form. The Programme Delegate will decide who is the appropriate Business Adviser for your business depending on skill set, resources, regional or location issues, and if there are any conflicts of interest.

CIIC Closure

Q. What is the timeline for the wind-up of CIIC services?

The Department of Industry contract with the University of Technology, Sydney, concludes on 15 April 2015 but the transition period to EIP services will conclude on 31 December, 2014. This means that a range of the services offered through the CIIC will conclude in December, including Biztro, creative industry training programs and the creativeinnovation.net.au website.

There will be a range of new programmes offered under the new EIP but these will only apply to eligible companies. Eligible companies will include clients who previously undertook a Business Review through the CIIC under the Enterprise Connect program.

Q. Can I still apply for Biztro?

Upcoming Biztro sessions will be held in the following locations:

- Melbourne - 26 September, 31 October, 28 November
- Adelaide - 3 October, 31 October, 28 November
- Albury-Wodonga – 10 October
- Tamworth – 23 & 24 October
- Brisbane - 31 October, 28 November
- Darwin – 4 & 5 November
- Bangalow – 5 & 6 November
- Alice Springs – 6 & 7 November
- Sydney - 28 November, 12 December

Apply for a free one hour session at <http://www.creativeinnovation.net.au/business/ciic-services/register/>. Or call 02 8217 5000 to book your session.

After these final dates, the Biztro service will end.

Q. How will the CIIC continue to support creative industries?

The CIIC will close in mid-April 2015 and no direct services to the creative industries will be provided after that time.

Between now and April 2015 the team at the CIIC will be ensuring that knowledge from six years of operation is captured and accessible into the future.

The CIIC Business Advisers are continuing with the program and are currently providing business advisory services to 96 creative industry clients.

Q. What is the future of the Creative Industries Innovation Centre (CIIC) at UTS?

The six year partnership between UTS and the Department of Industry will come to an end on 15 April, 2015. The EIP's Design Integration Program will continue working with the UTS's Design Innovation Research Centre.

CIIC Legacy

Q. What are the achievements of the CIIC?

From February 2009 to September 2014, the CIIC at the University of Technology, Sydney, has provided free business services for more than 1500 creative industry businesses around Australia to grow business and the Australian economy.

Services delivered include:

- Comprehensive business reviews from experienced business advisers for 630 creative industry businesses and non-profit arts organisations, with another 47 business reviews and 13 business evaluations currently in progress.
- Thirteen Group Business Reviews - and three in progress - with clusters of businesses with common interests on knowledge sharing, working collaboratively, supply chain partnerships and joint product development.
- Biztro small business development service has delivered 1179 hours of business advice to small and start-up creative industry businesses and arts organisations across metropolitan and regional Australia.
- Thirty four companies have completed and 33 companies are currently enrolled in Stage One of the Continuous Improvement Program, where business advisers assist SMEs to implement and embed continuous improvement processes.
- Eight tailored training programs were designed and delivered around Australia to develop business competencies in the marketing and communications, graphic design, music, architecture, gaming and digital creative, and screen industry sectors.
- In 2012 the CIIC launched the Design Integration Program with 20 manufacturing companies now signed up for the program and a further 100 companies have participated in Design Thinking workshops. The program is being scaled up and will be a key growth service in the EIP.
- The 2013 'Valuing the Creative Industries' report described the size, make up and economic impact of Australia's creative industries and the creative workforce
- The 2013 and 2014 Creative Industry Forensic Reports provided high quality industry intelligence on creative industry sub-sectors, including architecture, graphic design, digital games, software design, advertising and communications, music, fashion, publishing and industrial design

Q. What will be the legacy of the CIIC at UTS?

UTS has set up the Creative Intelligence Unit which led the development of the University's Creative Industries strategy and the transdisciplinary Bachelor of Creative Intelligence and Innovation (BCII) degree. This new undergraduate degree was launched in 2014 and brings together a cross-section of students – from business to interior design, from IT to sports science – as well as academics, practitioners, researchers, business leaders and entrepreneurs to test and push the boundaries of creative practice and design-led innovation.

In addition, staff at the Creative Industries Innovation Centre and UTS's Creative Intelligence Unit are working on a range of projects to capture the knowledge from six years of working with the creative industries is captured and accessible after the centre close. Legacy projects include:

- *'Creative Business in Australia: learnings from the Creative Industries Innovation Centre, 2009 to 2015'* (working title) will be a free, iBook and hard copy edited collection to be published by UTS ePress in May 2015. It will capture knowledge and insights on the businesses that make up Australia's creative industries from the Centre's six year, national delivery of business development services and engagement with the sector. It will be an industry-relevant collection with sector insights, business trends and case studies of some of Australia's most successful and innovative creative industry businesses.
- The Creative Industries Innovation Centre Collection Archive at UTS Library will be a publicly accessible data archive that will span the six years of the CIIC's activity and creative industry engagement for future use in research and planning.