Creative Industries

Schedule Leaders:

- Bill Wade, Lecturer /Theme Leader (School of Creative Arts and Humanities, CDU)
- Lyn Allen (Department of Natural Resources, Environment and the Arts)

1. Governance Structure

It is proposed that the Creative Industries Schedule be managed by the two Schedule Leaders.

The following list is indicative of potential involvement in the Schedule team.

CDU Schedule Leader – CI/NM Theme Leader Bill Wade
NTG Schedule leader – Lyn Allen

Mr Adrian Walter – youth and Indigenous music, CDU
Associate Professor Tess Lea – creative industries in Darwin, CDU

Representatives from:
Arts and screen industries in the NT
Arts NT/NT Film Office
DBE

The Schedule Leaders will meet with the Schedule Team as needed to assess progress and plan future work. It is proposed that the arrangements under each of the identified areas be loose in the first twelve months as the areas for collaboration are explored and developed and as research is undertaken into the extent of the sector and the nature of its contribution to the Northern Territory community are assessed.
2. **Context and Issues**

Creative Industries (CI), or the Creative Economy, add approximately $11 billion to the value of all goods and services in Australia (around 2% of GDP). Globally, creative industries are growing faster than other economic sectors, with estimates valuing creative industries at over $3.04 trillion. CI refers to a set of overlapping industry sectors that have their origin in individual creativity, skill and talent, that are served by technology and show a potential for wealth and job creation. These creative sectors include: advertising; architecture; heritage activities; crafts; design; designer fashion; video and photography; new media (animation, games, internet design); electronic publishing; music, visual and performing arts; publishing; electronic media and film.

The development of the CI sector in the NT is in its early stages and our understanding of the drivers, the external economic and social pressures and breadth of experience on these matters throughout the Territory needs to be understood and still requires considerable work.

A critical part of building the capacity of the CI sector in the NT is identifying and forming relationships and linkages with the key players/stakeholders within the NTG, CDU, private and not-for-profit sectors.

This schedule aims to create opportunities for CI practitioners, designers, artists, researchers, educators and entrepreneurs to connect and collaborate with others to support the business growth of the CI sector in the Northern Territory, provide opportunities for networking, leadership development and capacity building.

3. **Shared Strategic Priorities**

- Ascertaining the extent of the Creative Industries sector in the NT and its potential for expansion.

- Understanding the key barriers to the advancement of the CI sector in the NT.

- Developing a whole-of-system perspective to the CI sector including: the identification of potential infrastructure and industry partners; new models of funding to promote CI; opportunities for indigenous participation and support to projects that are directly related to the sector.

4. **Goals**

a) **One year goals for 2008:**

- To identify CI groups and establish effective linkages between these groups, the NTG and CDU.
- To contribute to the development of CI policy considerations and needs of the NTG.
- To complete research which inform the Schedule as to the extent and potential of the CI sector in the Northern Territory.
- To confirm the Schedule’s context, issues, priorities, strategies and key performance indicators.
• To build the capacity of the CI in the Northern Territory through new CDU courses in BCAI – New Media Design; Fine Arts; Communications; Music. BCAI NMD/ BIT; BCAI / BA; BCAI / BT&L.

b) Two year goals 2008-2010

• To develop and implement strategies to build the capacity of the Creative Industries in the Northern Territory and link developments across the Territory.
• To develop CI policy to guide NTG activities (and possibly investment in the fledging NT Creative Industry).
• To consolidate the work identified in year one and to expand this work in accordance with the Schedule’s context and issues.

These goals will be refined as the Schedule acquires knowledge and experience and will be supported by more specific indicators as year one work is completed.

c) Four year goals 2008-2012:

• If identified as feasible in years 1 and 2, take initial steps towards establishing the Northern Territory as a key creative hub in the region and the Territory as a generator of entrepreneurial creative activity

This goal may be recast as the Schedule moves through 2008-2010.

5. Strategies

Initial opportunities for the CI sector include:

Year One:
• Facilitating collaboration between artists, designers, researchers, educators, entrepreneurs and government.
• Determining the extent and potential of the CI sector in the NT through University research through the ARC linkage grant: ‘Mapping Darwin’s Creative Industries: The Creative Tropical City Project’.
• Developing new courses to build graduate outcomes in the creative industries. BCAI – New Media Design; Fine Arts; Communications; Music. BCAI NMD/ BIT; BCAI / BA; BCAI / BT&L.
• Increasing numbers of students studying in new media applications across art and design, film and performance.
• Encouraging scholarship applicants to pursue CDU courses
• Focussing community, local government, university, Territory Government and federal authorities towards establishing Darwin as a creative hub.
• Identifying potential industry growth opportunities that would result in employment opportunities for new graduates.

Medium – Longer Term:
• Increase participation of indigenous communities within the creative industries sector by contextualising existing creative attributes and identifying new applications and facilitating pathways from VET to Higher Education in digital media.
• Improve the skills and capacity of individuals to ensure jobs growth within the creative sector through strategic industry placements.
• Develop the creative industries as a key employer of indigenous people.
• Consider redeveloping funding mechanisms to promote entrepreneurial activity in creative enterprise, for example by moving from grants to venture capital funding.
• Maximise sharing of joint human and infrastructural resources to deliver sustainable economic growth in the creative sector by building capacity within the industry to collectively bid for national and international projects.
• Demonstrate capabilities for collaboration across sectors, for example through the promotion of a Digital Arts Festival.
• Contribute to the national innovation and cultural policy agenda.

These strategies will be refined as the Schedule as year one work is completed.

6. Key Performance Indicators

The development of this new schedule was in a formative stage and originally linked performance targets to Year 1 strategies exclusively. What follows is a revised set of key performance indicators which have been further developed based upon year one outputs and findings, and upon ongoing year two, medium and longer term goals and strategies.

From Year One:

1.1. Consolidate and report on data from Darwin CI Industry Focus Group meetings with further Darwin CI Industry Focus Group meetings held if deemed necessary.
1.2. Foster and promote CI identity through the newly created NT Community of Practice Group and similar CI forums. Needs something more measurable here I think?
1.3. Document examples of relationships with industry players working well by formulating into case study exemplars.
1.4. Complete research project for the ARC and present outcomes of the research to NTG staff.
1.5. Participation in the Central Australian CI Forum with focus upon stronger partnerships and linkages to Darwin’s CI.
1.6. Formalisation of the governance structures of the Schedule, confirmation of the composition of the Schedule Team and key performance indicators.

Year Two:

2.1. Completion of a review to resource and develop established BCAI courses at CDU with promotional strategies in place to increase the number of students enrolled, retained and completed. (trying to make it something measurable)
2.2. Build partnerships with targeted international organizations to increase the potential number of international enrolments in BCAI courses.
2.3. Retention of graduates and rates of employment in the CI sector in the NT established through a graduate placement baseline study.
2.4. Advocacy and exploration of mechanisms to facilitate the engagement of Indigenous Territorians in a broader range of CI activities through the Garma Key Forum 2009.
2.5. Development of a draft NTG CI policy framework for presentation and discussion at Garma 2009.

Medium to Long Term
3.1. Exploration of potential for CI on the job training funds and incentives to induct CDU graduates into creative industries.
3.2. Number of internships offered to CDU students in the visual arts and other CI sectors.
3.3. Increased community-based CI training delivery through proposed CDU Performing Arts Academy (recent HEEF EOI).
3.4. CI promotional DVD or website to support ongoing career expos.
3.5. Facilitation of the new CI Screen / Media training package and development of an NT focussed training toolbox to support the training package.
3.6. CI Innovation – training and capacity building as a focus for Mobilizethis 2010.
3.7. CI Design Exhibition / Expo @ the Darwin Convention Centre for late 2011.