



# **Developing creative industries in northern Australia: a report on key developments and outcomes in the city of Townsville, North Queensland**

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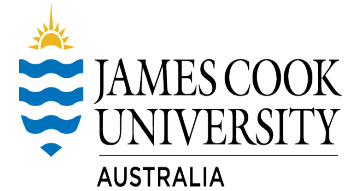


# Introduction

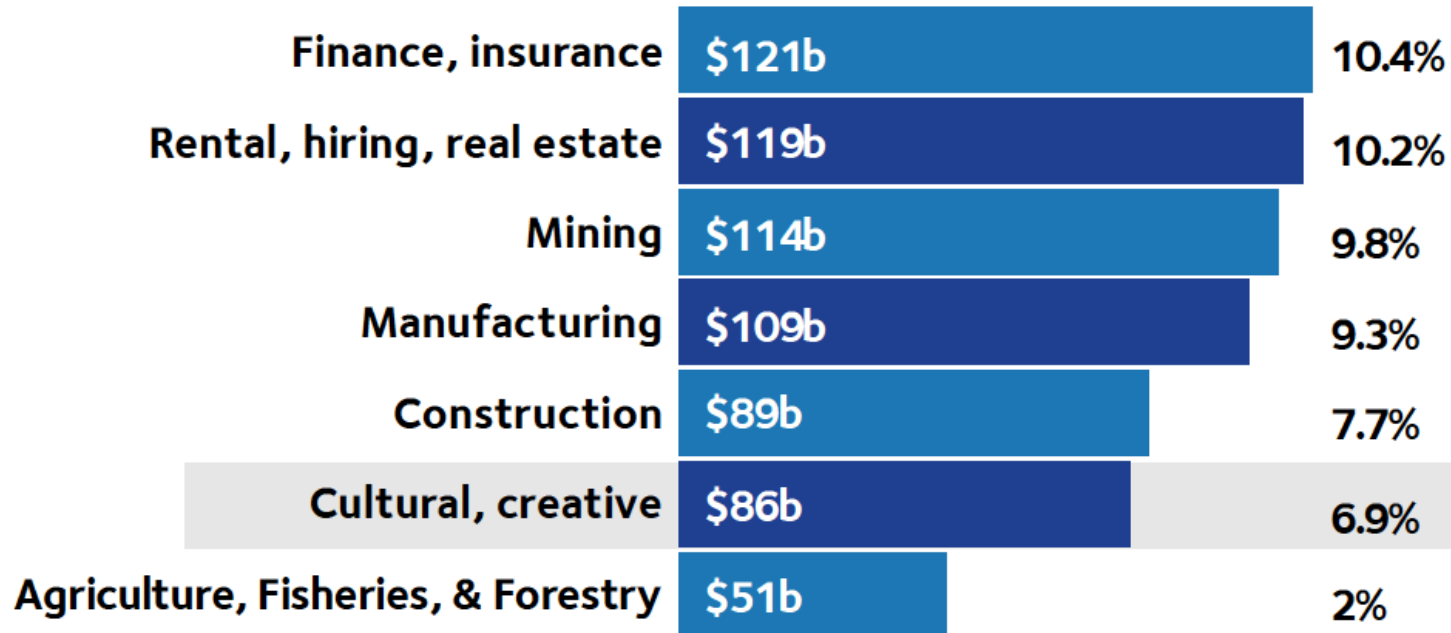
- Defining creative industries
  - “...those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property” (DCMS – UK)
- Australian context: \$86 billion to GDP and 5.3% of workforce (ABS, 2011)
- Focus on northern Australia
- Role of creative industries towards this vision?



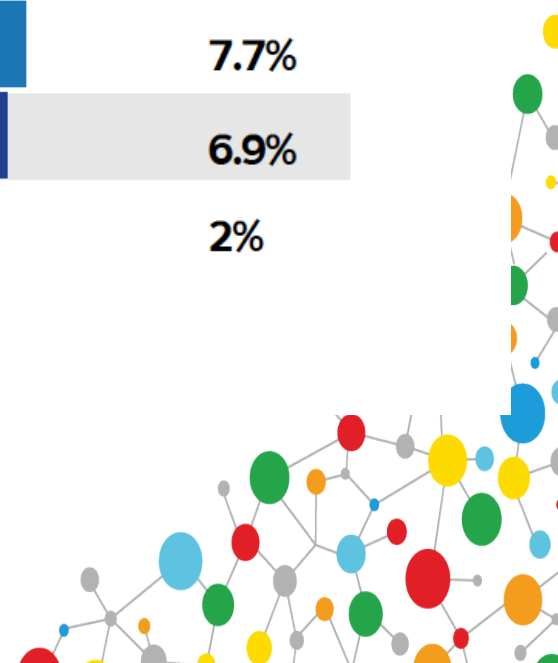
# CI contribution to GDP (Cummins Ec's)



## National Contribution to GDP



Source: ABS



# David Throsby model (2008)

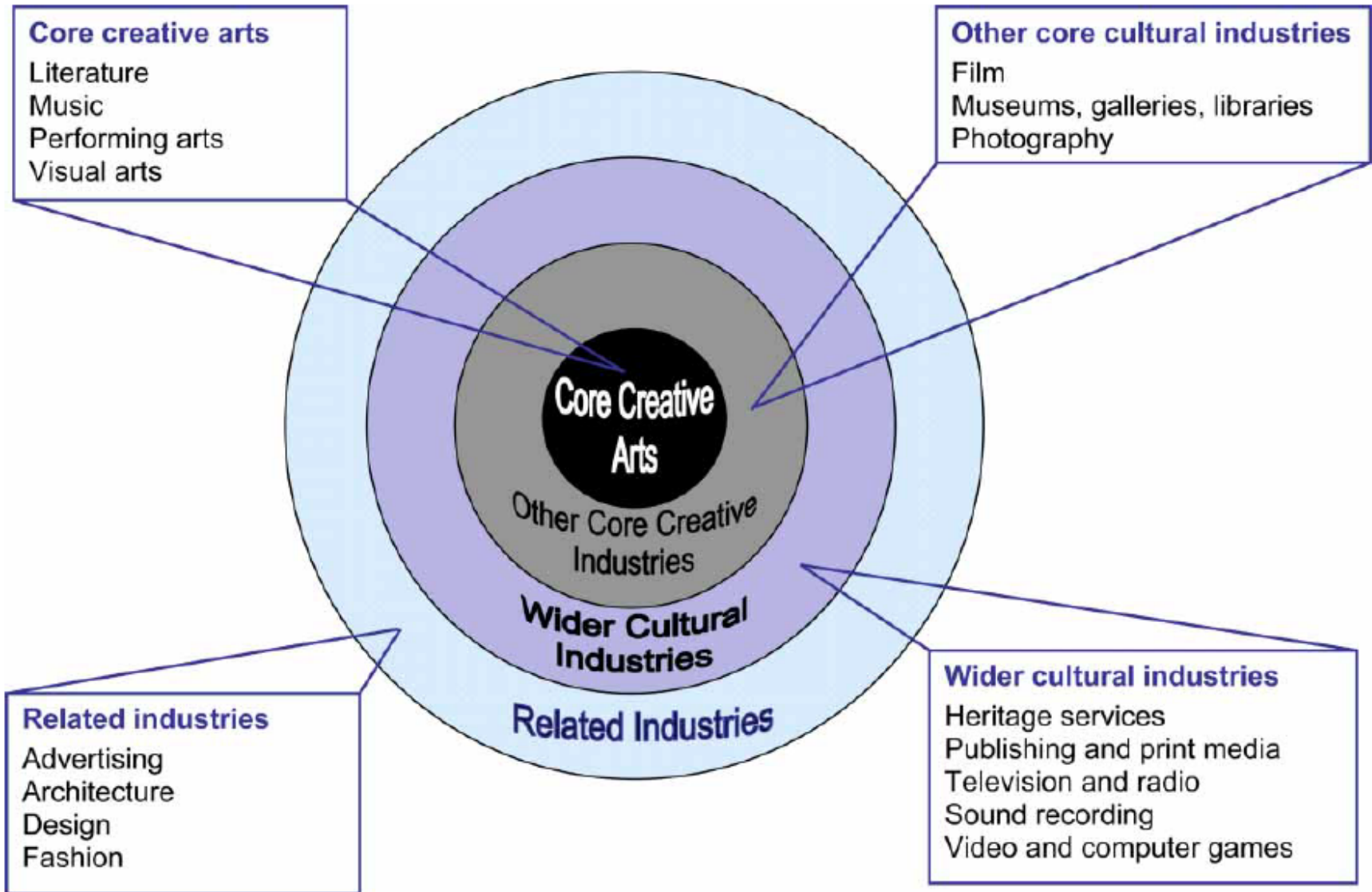
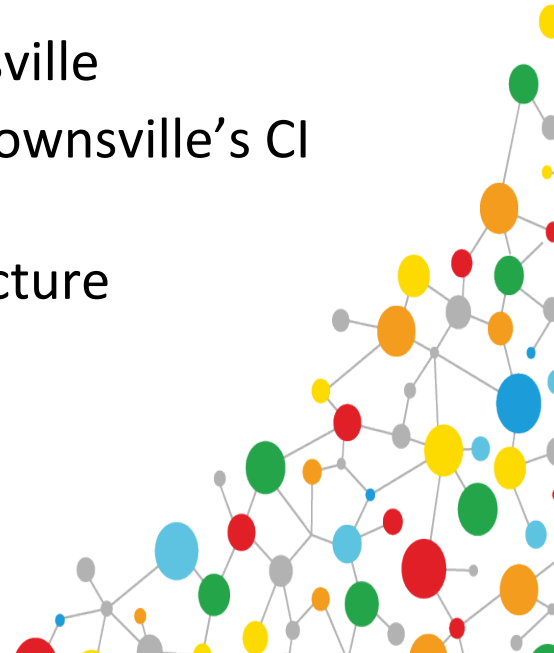
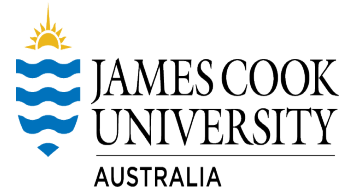


Figure 1. The concentric circles model of the cultural industries.

# CI and Northern Australia

- CI research has tended to focus on large cities and cluster methodologies
- Emerging body of work looking at CI beyond the metropolis
- Importance of looking at idiosyncracies of locations
- Darwin the subject of a major ARC funded study
- Emerging body of work relevant to Cairns, Townsville
  - Daniel et al (2013) found several sectors of Townsville's CI declined across 2006-11 census period
  - These included photography, design, architecture





# Townsville Study (2014-15)

In partnership with Council, we:

- Investigated Supply and Demand
- Explored options for growth (via regular consultation)



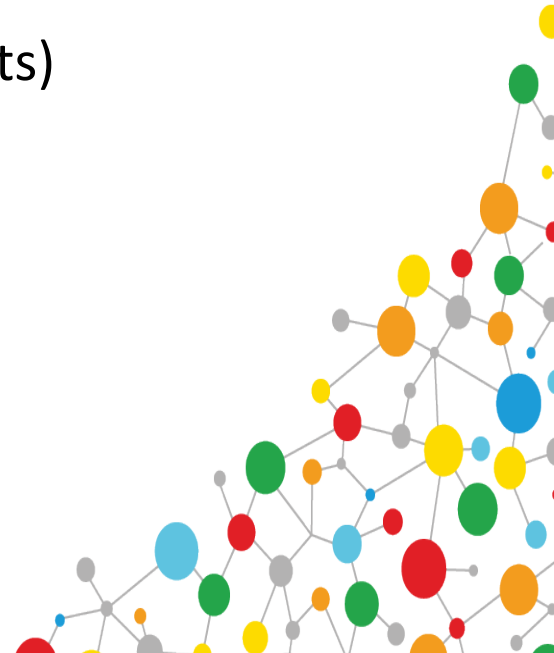
# Supply and Demand

## Supply:

- 69 fully completed surveys (architecture, design, film/tv, advertising/marketing, software, photography)
- 29 follow up interviews

## Demand:

- 156 fully completed surveys (matched to ABS stats)
- 22 follow up interviews



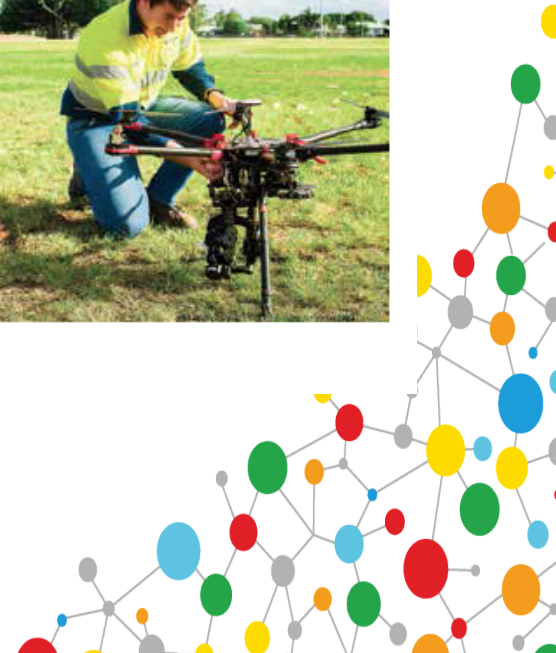
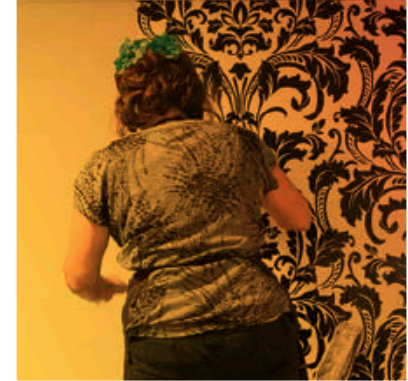
# Supply

- Majority are micro businesses
- Many based in home offices
- Engaging in professional development is costly due to distance from capitals
- Cost escalation due to inability to hire specialist equipment
- Access to specialists generally good
- Location benefits (climate, networking, livability)
- About 75% of income generated locally
- Strong competition within the sector
- Some awareness of design thinking and co-creation

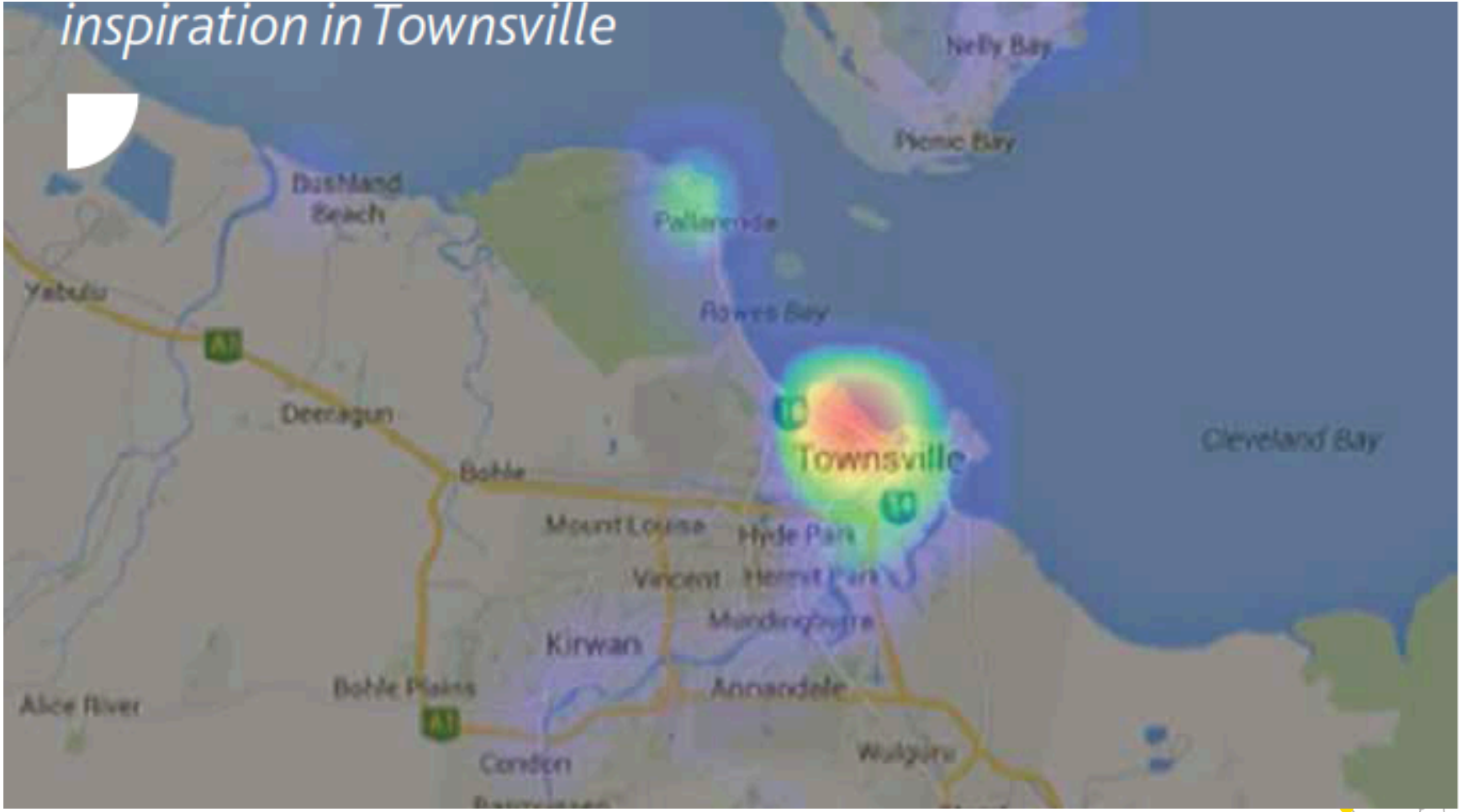




*“In regional cities we have to be a bit more generalist. If I only do something very narrow I have less professional opportunities.”*



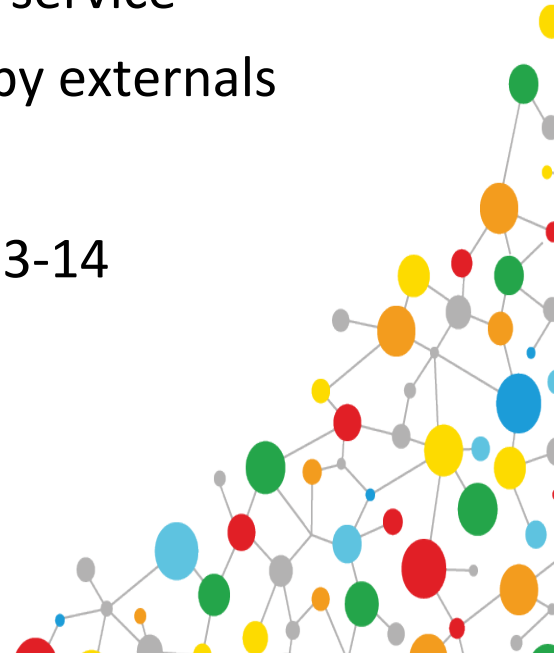
# *inspiration in Townsville*



# Demand

## Use of services:

- 53% Townsville provider
- 31% non-Townsville provider
- 16% embedded creative
- Average spend \$18k on most important creative service
- Expensive projects disproportionately provided by externals
- 70% higher spend
- Import leakage estimated at \$209 million in 2013-14



## Impact

- The formation of three innovation hubs in the city (Innovation North Qld, The Hive Townsville Business Development Centre, MixHaus)
- The development of a creative industries cluster including the release of a targeted marketing campaign to promote the cluster
- The formation of a screen locations guide
- The formation of a film cluster
- The hosting of a festival of ideas in November 2016



# Impact

- Film projects are currently under development including two feature films – in addition “The wrong kind of black” 4 x 15-minute stories for ABC iView were filmed in early May 2017
- Music videos, television commercials and documentaries have been created
- City council has formed an innovation and business advisory group
- A Creative Industries and Young Entrepreneur Mentoring Program was formed and run successfully in late 2016
- A program of thinkers in residence is currently being formed





## Current research

- Cairns Regional Council
- New 5-year Culture Strategy
- Research project aligned to the 5 years
  - People
  - Place
  - Productivity



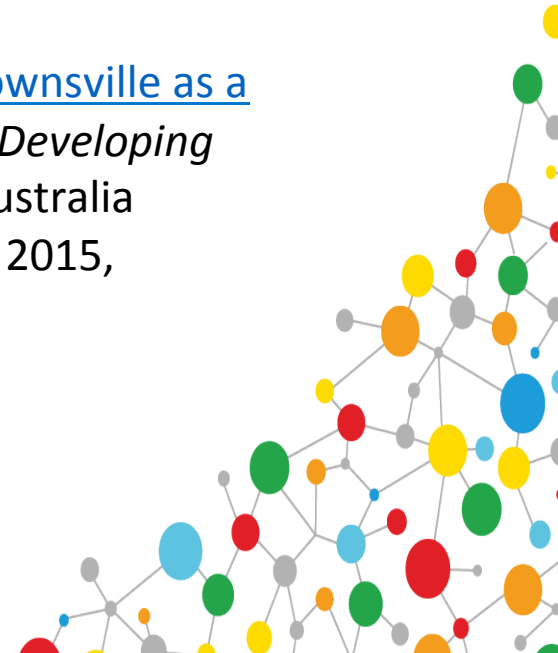
# Published research



[Fleischmann K](#), Daniel R and [Welters R](#) (2016)  
[Developing a regional economy through creative industries: innovation capacity in a regional Australian city.](#) *Creative Industries Journal*, pp. 1-20.

Daniel, R., Fleischmann, K., & Welters, R. (2016). Creativity in the 'Torrid' zone: policy, creative industries and the vision for Northern Australia. *International Journal of Cultural Policy*, 1-15.

Daniel R, [Fleischmann K](#) and [Welters R](#) (2015)  
[Regional economic development through creative industries: Townsville as a key centre for the Northern Australia vision.](#) *Proceedings of the Developing Northern Australia Conference 2015*. In: Developing Northern Australia Conference 2015: economically, socially, sustainably, 20-22 July 2015, Townsville, QLD, Australia.



# Research in process



Welters, R., Daniel, R., & Fleischmann, K. (under review). Creative industries in a regional city: How much work is lost to rivals based elsewhere? *Journal of Rural Studies*.

Daniel R, [Fleischmann K](#) and [Welters R](#) (in press) Professional development in the creative industries: methods and insights from regional practitioners. *Australian Journal of Career Development*.







Questions?

