

‘REGIONAL ECONOMIC DEVELOPMENT THROUGH CREATIVE INDUSTRIES’

A research project and partnership between Townsville City Council and James Cook University

Photograph: Clare Powell



THE CREATIVE INDUSTRIES

“...those industries which have their origin in individual creativity, skill and talent and which have potential for wealth and job creation through the generation and exploitation of intellectual property.”

Tropical Marine Research Facility Project – North Wing
Townsville Architecture: Neil Carter
Photograph: TSA





MATTHEW GIANOULIS
PHOTOGRAPHY

THE CREATIVE INDUSTRIES

- Architecture
- Design
- Advertising and Marketing
- Software and Digital Content
- Film
- Radio and Television
- Writing and Publishing
- Visual Arts
- Music
- Performing Arts

Fashion Photography

Matthew Gianoulis: Fashion Photographer

Ruth Groundwater: Fashion Designer

Kristin Martin: Makeup Artist

Rhiannon Jeffrey: Hair Stylist



HOW IS THIS RELEVANT TO YOU?

The creative industries drive business

- Average engagement with mobile device - 200 times a day
- Average engagement with social media - 2.25 hours per day
- 90% of mobile searches lead to action, 50% lead to a purchase
- 100 hours of videos are uploaded to YouTube every minute
- 85% social media users say that social networks help them decide what to purchase
- We live in a local and digital global ecosystem.



**JAN
2015**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**7.210
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**3.010
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**2.078
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

**3.649
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**1.685
BILLION**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS



THE CREATIVE INDUSTRIES

- 6.2% of national workforce
- \$32 billion to GDP

Data from SGS Economics (2013)

Townsville Publications - employing local creatives
Food Magazine, Bulletin, Ruffles and Cake, DUO
Photograph: Clare Powell



Outrigger on the Lagoon in Fiji: Townsville Architecture Neil Carter
Photograph: Eason Creative Photography

PROJECT FOCUS

- **Architecture**
- **Design**
- **Advertising and Marketing**
- **Software and Digital Content**
- **Film**
- Radio and Television
- Writing and Publishing
- Visual Arts
- Music
- Performing Arts

Cannon Park: Tippet Schrock Architects
Photograph: Clare Powell



PROJECT DESIGN

Phase 1: **Supply** for CI services (surveys/interviews)

- Who are the practitioners?
- Where/how do they work?
- Professional development?
- Business outlook?
- Support for sector growth?
- Use of innovative processes?

PHASE 1: SUPPLY

Key Facts

Mostly small business or sole traders

- Gross business income 50K to over \$1 million

Major client groups

- Construction, retail, property and business services

Business outlook

- Positive for income growth
- Neutral for employment growth

Key threats

- Unqualified amateurs
- Disregard of local providers
- Competition outside TSV





City Arcade

City Arcade Branding: VERVE Design
Photograph: Clare Powell



City Arcade

PROJECT DESIGN

Phase 2: **Demand** for CI services (surveys/interviews)

- Have you used local CI providers?
 - If so, why?
 - If not, why not?
- Awareness?
- Value?
- Quality?
- Perception?

City Arcade Branding: VERVE Design
Photograph: Clare Powell

PHASE 2: DEMAND

Regional economic development

- Relevant to all sectors of the economy who have used creative industries services/products in the 2013-14 financial year
- Survey completion (5-15 minutes)

Link available at:

http://jcubusiness.az1.qualtrics.com/SE/?SID=SV_cNrIZB01I3iiqoJ

