‘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
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.
GLOBAL DIGITAL SNAPSHOT
A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION
- 7.210 BILLION
  URBANISATION: 53%
  FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
- 3.010 BILLION
  PENETRATION: 42%
  FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA ACCOUNTS
- 2.078 BILLION
  PENETRATION: 29%
  FIGURE REPRESENTS ACTIVITY USER ACCOUNTS, NOT UNIQUE USERS

UNIQUE MOBILE USERS
- 3.649 BILLION
  PENETRATION: 51%
  FIGURE REPRESENTS ACTIVE USER ACCOUNTS, NOT UNIQUE USERS

ACTIVE MOBILE SOCIAL ACCOUNTS
- 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)
PROJECT FOCUS

- Architecture
- Design
- Advertising and Marketing
- Software and Digital Content
- Film
- Radio and Television
- Writing and Publishing
- Visual Arts
- Music
- Performing Arts
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
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?
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_cNrlZB01I3iiqoJ