



ARC CENTRE OF EXCELLENCE
FOR CREATIVE INDUSTRIES
AND INNOVATION



The ARC Centre of Excellence for Creative Industries and Innovation (CCI) is the first Centre of Excellence whose lead disciplines are based outside the science, engineering and technology sectors. We are excited by the opportunity the Centre provides for demonstrating the value to Australia of the humanities, creative arts and social sciences expertise we have assembled around the theme of creative industries and innovation.

CCI offers a coherent plan to address a set of definable gaps and problems in the national innovation system. How does Australia build a 'creative' economy and society suited to the conditions for content creation, business sustainability, employment, vocation, identity, and social structure and communication emerging across the globe in the 21st century? The basic value proposition of the Centre is that Australia, we believe, needs to build an innovation system customised to support a creative economy and society.

The structure of the Centre's research can be conceptualised as a 'value chain' that starts with sizing the dimensions and dynamics of the sector, seeks to promote education and training for a creative workforce, creates ways of addressing bottlenecks in content generation and dissemination, assists in improving the business structures and practices of creative enterprises, examines policy settings and regulatory regimes for better outcomes for creators and consumers alike, and engages at depth with Australia's place in the region and with crucial export markets and cultural partners.

CCI has taken the strategic decision to build even wider collaboration than usual in our fields, bringing a range of excellent humanities, creative arts and technical and social sciences research perspectives to bear. CCI has research and industry partners in six Australian states and territories. Our researchers work across programs which are deliberately structured to cross disciplines and focus on key stages and lacunae in the innovation 'value chain'.

We are excited to have as Partner Investigators Jeff Jones and Malcolm Long, who head two of Australia's most innovative 'R&D labs' for content creators, the Australasian Centre for Interaction Design and the Australian Film Television and Radio School. We are equally excited to have a unique partnership with The Salvation Army through a project led by Chief Investigators at Swinburne University of Technology.

I thank the Australian Research Council for its support for this Centre of Excellence, and the Queensland University of Technology for its generous support as host institution. I thank our other university partners: Australian National University, Charles Darwin University, Edith Cowan University, Swinburne University of Technology and the University of Wollongong. I also thank all of our other research and industry partners for their ongoing support.

Professor Stuart Cunningham - Director

HOST INSTITUTION & MAJOR FUNDER



Australian Government
Australian Research Council

AUSTRALIAN RESEARCH PARTNERS



AUSTRALIAN INDUSTRY PARTNERS

- Australian Centre for the Moving Image
- Australia Council for the Arts
- Australian Museum
- Department of Communication, Information Technology and the Arts
- National Museum of Australia
- Powerhouse Museum
- Queensland Museum
- The Salvation Army
- State Library of Queensland

SELECT INTERNATIONAL PARTNERS

- Stanford Law School Centre for Internet & Society
- Peking University
- Massachusetts Institute of Technology
- Oxford Internet Institute
- Chinese Academy of Social Sciences
- Charlotte School of Law
- Creative Commons World Wide

PROGRAM LEADERS



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PROGRAMS

Crisis in Innovation

The Centre will address the shortcomings of statistical understandings of the digital content and broader creative industries, and trace the way creative inputs, both human and goods and services, are becoming more thoroughly embedded in the wider economy. It will build an evidence base to support advocacy for a more comprehensive approach to innovation.

Creative Workforce

This Program will model and test how both formal education and less formal learning environments can be oriented to build creative capacity in an environment characterised by innovation and risk, by the increasing impact of knowledge and creativity on the economy, and by globalisation and new technologies across all areas of work and experience.

Citizen Consumer

This Program investigates the shift towards the consumer in the content value-chain, and scopes longer-term opportunities arising from wider uptake of digital television and broadband. It prototypes models of innovative content co-creation by citizen-consumers.

Enterprise Formation and Sustainability

Key gaps in the creative innovation system include research-based evidence on what is needed for creative professionals to form enterprises at a level of sustainability above that of the sole artist, including how to access a wider range of capitalisation and investment funding than is typical now.

Legal and Regulatory Impasses and Innovation

This Program will examine a range of critical problems by integrating inputs from law, business, education and other disciplinary domains to analyse the creative pathways to market; and clear impediments in regulation, intellectual property and business systems.

International Creative Content Cultures and Australian Advantage

This Program locates CCI's research in a global and regional frame. The Program will enhance the international profile of Australian research while working intensively on several projects with regional and global reach.

Federation Fellow Program: John Hartley

The Uses of Multimedia: citizen-consumers and distributed learning in the Australian innovation system

The Federation Fellowship intersects with several CCI programs, linking directly with the network of researchers, collaborators and end users involved in the activities upon which CCI is based. The Federation Fellow program has two main components: one investigates the history and theory of multimedia literacy, the other is looking for practical ways to extend vernacular creativity via low-cost multimedia networks and to integrate creative innovation into the national innovation system. This research program embodies major historical analysis of the long term shift in the value chain of meaning from author to text to user, as well as a determined focus on the Centre's strategic goal of innovative dissemination of creative content.

CENTRE RESEARCHERS

Australasian CRC for Interaction Design

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Australian Film Television & Radio School

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Professor Binh Pham

Dr Jason Potts

Professor Michael Rosemann

Dr Angelina Russo

Professor Neal Ryan

Mr Stefan Seidel

Dr Robert Smith

Mr Nic Suzor

Dr Jo Tacchi

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