



## Creative Workforce 2.0 Program, 2010-2011

The Australian Research Council Centre of Excellence for Creative Industries and Innovation (CCI), headquartered at Queensland University of Technology in Brisbane, Australia, drives the development of an Australian creative innovation system to maximise the national economic and cultural benefits of digital content industries. It integrates research across a range of disciplines to develop new modes of access and distribution for user-led innovation. The Centre provides integrated, empirically grounded solutions to structural, conceptual and policy problems as new technologies, end-user activism and semi-professional practices are challenging traditional models of production and consumption in the creative value chain.

CCI's Creative Workforce 2.0 Program, led by Professor Greg Hearn, aims to contribute to the development of the innovation system for the creative workforce by researching education and work in the creative economy; designing education systems for the creative economy; and providing solutions to equip people with the knowledge and skills to work in the creative economy. Projects are organised around three key themes:

The Creative Workforce 2.0 Program has a number of projects currently underway as well as a number of projects planned to start in 2011.

### Current projects

#### Creating innovators

This project develops and tests theory about the development and deployment of 'innovative career capabilities' in professionals working in key science & technology sectors, and the creative industries. The initial phase of the project involved case studies of outstanding Australian innovators. The theory developed in phase 1 is being used to investigate how higher and vocational education can drive Australia's national innovation agenda through the development of innovation capabilities in their students.

Contact: Ruth Bridgstock (r.bridgstock@qut.edu.au)

#### Interactive Skills Integration Scheme

This project is investigating HR development issues for Australia's games and mobile entertainment industries. It aims to improve the education and training of graduates to better equip them for careers in the industries; develop more sustainable career pathways for existing games and interactive media practitioners; pilot interactive media applications, services and technologies in cross-sector markets; and improve the upper management skills of industry organisations.

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#### Games industry skills project

This project was initiated in response to concerns that Australia's games industry would not reach its full potential due to a lack of highly skilled staff to work in a high growth industry, and a lack of appropriately trained graduates equipped to enter the industry. The project is investigating current and future skills needs and gaps in Australia's digital games industry in order to determine which occupations and skills sets require employment and training focus for the labour market.

Contact: Sandra Haukka (s.haukka@qut.edu.au)

Key themes	Project themes
<b>Creative Industries labour market</b>	Sustainable creative careers Skill sets, gaps and shortages Demand and supply of workers Global networks and mobility of labour Embeddedness of creatives in other sectors
<b>Education and training</b>	Education-to-work transitions strategies and models Relationships between industry and E&T providers Initial and ongoing E&T of workers
<b>Creative Industries businesses</b>	New and changing technology, markets, and consumer needs Transformation of business models

### **Online creative ecologies and education-to-work transitions**

In response to skills shortages in the digital content industries and the lack of job ready graduates, this project identifies and evaluates key drivers and conditions underpinning the profiles and trends of emergent digital content creators as well as investigating how education and training are preparing entry-level workers for international competitiveness. The project will recommend practices and models to support education-to-work transitions of entry-level workers.

Contact: Mark Ryan (m3.ryan@qut.edu.au)

### **Linking older Australians to online products and services that can improve their daily lives**

The Australian Government and the private sector are investing up to \$43 billion over eight years to build the country's national broadband network. Previous research and existing data on Internet connections and usage suggest that many older people will not have the skills, knowledge or interest to take advantage of the network. The project is identifying strategies to assist older people who currently do not use or rarely use the internet to gain the skills and knowledge to use those products and services that they believe can improve their daily lives.

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### **The enterprising creative**

This project aims to develop a greater understanding of enterprise and entrepreneurship education for the Creative Industries, in order to enhance provision in the higher and further education sector. It responds to a limited understanding of what being 'enterprising' and/or 'entrepreneurial' in creative disciplines involves, and what knowledge and skill sets are required to address these skill sets. The project will provide strategies and solutions to better integrate enterprise education into creative courses.

Contact: Ruth Bridgstock (r.bridgstock@qut.edu.au)

### **Growing future innovators**

This project is evaluating and improving upon the potential for contemporary arts institutions to work with schools to educate for innovation. It involves building new models for designing and implementing innovation-focused arts-led learning programs; developing stronger links between schools and contemporary arts institutions, artists and researchers; identifying new forms of evaluating arts education and innovation learning; and increasing innovative potential of young people.

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## **Future projects**

### **Film industry futures and human capital**

This project will propose new ways of doing and understanding filmmaking and implications for screen and innovation policies. It responds to the issue of how digital technologies in production, distribution, exhibition, and consumption are fundamentally transforming traditional approaches to filmmaking and career paths.

Contact: Mark Ryan (m3.ryan@qut.edu.au)

### **Creative Workforce 2.0 Symposium: Education for the 21<sup>st</sup> century creative economy**

CCi will host a symposium in 2011 to bring together leading thinkers and educators who are theorising and designing education for the creative economy. Presentations and papers will consider the extent to and ways in which our education systems meet specific human capital challenges of the 21<sup>st</sup> century; evaluate how these systems might be better positioned to do so in the future; and identify capabilities required to drive the creative economy.

Contact: Greg Hearn (g.hearn@qut.edu.au)

### **Capacity Building for 21<sup>st</sup> Century Work: Addressing the learning of digital content workers in Australia and Singapore**

This project will investigate to what extent and how digital content workers' learning needs are being met by adult education and training. It will achieve this overall project aim by developing an understanding of the composition and development of the digital content workforce in Australia and Singapore; identifying capabilities needed by digital content workers; mapping adult education and training provision; identifying opportunities for capability development; and generating integrated education and training strategies.

Contact: Ruth Bridgstock (r.bridgstock@qut.edu.au)

### **Human capital in the Creative Industries Innovation System: A comparative study of national systems**

This project aims to compare the features of Creative Industries Innovation Systems in Australia, Singapore and other relevant nations. It will recommend strategies and policy directives to enhance the contribution of human capital to Australia's Creative Industries Innovation System in order to achieve higher levels of strategic innovation, R&D based innovation, and non-R&D innovation in its Creative Industries.

Contact: Sandra Haukka (s.haukka@qut.edu.au)

### **Tracking career transitions for specialist and embedded creatives: Skills, policies and outcomes**

This project will explore the experiences, backgrounds, roles, and skill sets (generic skills and other capabilities) of recent entrants to the Creative Industries in Australia; compare early career outcomes of creatives with different educational backgrounds and skill sets using a variety of indicators; and examine and compare the institutional, organisational and policy support for transitions in to the creative industries for entrants with differing educational backgrounds and in different fields of the creative industries. It responds to a lack of knowledge of creative graduates beyond graduate destinations, and a lack of data relating to graduate skills, career experiences, working destinations, retraining, or feedback about courses.

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### **Want to join the Creative Workforce 2.0 Program network?**

If yes, email Sandra Haukka (s.haukka@qut.edu.au).

To find out more about the Creative Workforce 2.0 Program go to <http://www.cci.edu.au/projects/creativeworkforce2.0>