



## Creative Workforce 2.0 Program, 2011

The [Australian Research Council Centre of Excellence for Creative Industries and Innovation](#) (CCI) based at Queensland University of Technology (QUT) 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:

Key themes	Project themes
<b>Creative Industries labour market</b>	<ul style="list-style-type: none"> <li>Sustainable creative careers</li> <li>Skill sets, gaps and shortages</li> <li>Demand and supply of workers</li> <li>Global networks &amp; mobility of labour</li> <li>Embeddedness of creatives in other sectors</li> </ul>
<b>Education and training</b>	<ul style="list-style-type: none"> <li>Education-to-work transitions strategies and models</li> <li>Relationships between industry and E&amp;T providers</li> <li>Initial and ongoing E&amp;T of workers</li> </ul>
<b>Creative Industries businesses</b>	<ul style="list-style-type: none"> <li>New and changing technology, markets, and consumer needs</li> <li>Transformation of business models</li> </ul>

### CURRENT PROJECTS

**Creating innovators** - This project develops and tests theory about the development and deployment of 'innovative career capabilities' in professionals working in the science & technology, and the creative industries. Phase 1 involved case studies of 20 outstanding Australian innovators in these industries. The researcher is using the theory developed to investigate how higher and vocational education can drive Australia's national innovation agenda through the development of innovation capabilities in their students. In 2011, the researcher will conduct a quantitative theory validation phase, along with university curriculum development and testing; and finalise arrangements with the Institute for Adult Learning to replicate the project in Singaporean context and enable cross-cultural comparisons.

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### 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. The project team has so far reviewed international case studies of 'serious games', a series of business transformation processes, and digital media training programs in the VET and higher education sectors in Australia; and appointed an international Industry Expert Group. In 2011, the project team will conduct senior staff mentoring and student placements, education/industry leadership forums, and several integrations pilots, which will involve taking Interactive Media professionals into cross-industry sectors like Health, Education, Finance and Mining.

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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. The researcher has so far administered a national worker survey, completed a consolidation report, and commenced a scenario planning exercise with stakeholders. In 2011, the researcher will develop a future skills strategy that will include short-term and long-term solutions to address workforce development priorities and issues based on findings from the scenario planning exercise.

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

In 2009, the auDA Foundation funded QUT to explore what older Australians who never or rarely use the Internet (referred to as 'non-users') know about the types of online products and services available to them, and how they might use these products and services to improve their daily lives. The project is identifying strategies to assist these people to gain the skills and knowledge to use those products and services that they believe can improve their daily lives. In 2010, the researcher administered a national survey to members of National Seniors Australia and completed six case studies of older Australians. The final report will be released in early 2011.

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## The enterprising creative

This project aims to develop a greater understanding of enterprise/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. In 2010, the researcher benchmarked the attitudes and engagement in entrepreneurship education of students, graduates, staff, and leadership from QUT's Faculty of Creative Industries; reviewed global approaches to entrepreneurship education for the Creative Industries; and showcased findings at two international conferences.

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## FUTURE PROJECTS

### Tansmedia futures: new business models for the screen industries

This project explores new ways of doing and understanding screen practices in an increasingly multi-platform and social media driven marketplace. It responds to fundamental questions around monetisation and economic sustainability for traditional film and television industries as digital distribution challenges existing distribution and financing models.

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### Human capital in the Interactive Media innovation system

This project aims to compare the features of Interactive Media innovation systems in Australia and other selected countries. It will recommend strategies and policy directives to enhance the contribution of human capital to the industry's innovation system in order to achieve higher levels of strategic innovation, R&D based innovation, and non-R&D innovation in its Creative Industries. In 2011, the researcher will undertake a consolidation study, drawing together existing studies, literature, policies, and data on the industry's innovation system in Australia and other selected countries.

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### 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. In 2011, the researcher will investigate the skills, educational backgrounds, career trajectories and career strategies of embedded and specialist creatives across the creative industries. The QUT Faculty of Health has provided a small research grant to undertake initial qualitative work.

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

Researchers will examine the feasibility of undertaking a project that will investigate to what extent and how the learning needs of digital content workers in Australia and other selected countries 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 each country; 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.

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

In 2011, researchers will examine the feasibility of a CCI-hosted 2012 Creative Workforce 2.0 symposium, which aims 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.

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## CREATIVE WORKFORCE TEAM



Professor Greg Hearn  
(program leader)



Dr Sandra Haukka



Dr Ruth Bridgstock



Dr Mark Ryan

## CREATIVE WORKFORCE 2.0 NETWORK

Contact Dr Sandra Haukka ([s.haukka@qut.edu.au](mailto:s.haukka@qut.edu.au), 61 7 3138 0151) if you would like to join the Creative Workforce 2.0 network.

For more information about the Program go to <http://www.cci.edu.au/projects/creativeworkforce2.0>