



New Leadership.



FRESH IDEAS FOR THE ARTS

\$17 million to support Australian cultural entrepreneurs

A Rudd Labor Government will invest \$17 million over four years in a new Creative Industries Innovation Centre – helping creative Aussie companies to leave an even bigger stamp on the Australian and global economy.

The Creative Industries Innovation Centre will draw together a critical mass of arts practitioners, cultural entrepreneurs and researchers, with access to the latest technology and business support programs.

A Rudd Labor Government will seek expressions of interest from Universities and other institutions around Australia to host the Innovation Centre, encouraging proposals that partner with the private sector and local communities.

Federal Labor will invest \$17 million in the Creative Industries Innovation Centre, as part of its \$200 million *Enterprise Connect* initiative. The Centre will:

- Incubate a cluster of small and medium-sized Aussie arts companies and creative businesses, providing support through mentoring and training, business plan design, research partnerships and shared business facilities;
- House creative industries research programs, building collaboration between researchers and cultural entrepreneurs;
- Provide students with learning opportunities in a dynamic, 'hothouse' environment, laying down career building blocks for creative Australians;
- Provide help identifying and accessing the latest creative technologies, including multimedia and digital design tools, gaming and software development tools, digital production and editing facilities and live performance spaces;
- Build a resource base of business development expertise and creative industries research, and make this available to arts companies and creative businesses throughout Australia; and
- Link with the local community to create an energised, vibrant creative precinct.

Federal Labor's Creative Industries Innovation Centre will bring together creative businesses ranging across industries like digital design, creative communications, electronic gaming, film and television production, theatre, dance and contemporary music.

The Creative Industries Innovation Centre will nurture more high-income jobs in the arts, enhancing the prestige of Australia's international brand and providing talented Australians with a competitive edge in growing global markets.

Federal Labor's commitment to the creative industries

Countries including Great Britain, Singapore and Japan have tapped into the emerging global demand for cultural content, incubating sectors like new media, films, and television, gaming and multimedia design.

These are industries of the future – sectors with high median incomes and significant international prestige.

Australia has the talent and potential to be at the forefront of the creative industries.

At last measure, in 2001, more than 430,000 Australians were in creative employment, some 5.4 per cent of the workforce.

Our digital content industry alone is estimated to be worth around \$21 billion and employs approximately 300,000 people. Despite this significant capacity, Australia remains a net importer of digital content, running an annual trade deficit of around \$2 billion.

Developing the creative industries requires a government with the vision and commitment to incubate the talents of creative Australians.

Governments around the world are recognising the benefits of bringing together cultural entrepreneurs, practitioners and researchers in a critical mass.

In Australia, the Queensland University of Technology has been a pioneer through its Institute of Creative Industries and Innovation, and Creative Industries Enterprise Centre.

Federal Labor's Creative Industries Innovation Centre will boost the capacity of Australia's creative industries, maximising their contribution to our cultural life and economy.

A Rudd Labor Government will recognise the critical contribution of the arts to our identity, community and economy.