



PROPOSAL

Employment of a Project Manger, Creative Industries Development

Summary

Full-time position 37.5 hours per week, limited to three-year term
Based at Arts Northern Rivers' offices in Alstonville but expected to travel throughout the region

Reporting to Arts Northern Rivers CEO

Objective

To employ a Project Manager whose key responsibility is the establishment of sustainable long term creative industries development programs, resources and infrastructure.

Description

The Project Manager, Creative Industries Development is a three-year strategic appointment focused on facilitating a tactical multi-partner approach to sustainable development of the creative industries in the Northern Rivers region of NSW.

The Project Manager will work with members of the Northern Rivers Creative Industries Consortium to realize priority actions in the Northern Rivers Arts and Creative Industries Strategy (NRACIS) and address recommendations of a pilot Creative Industries Brokers Project (CIBP) implemented in 2010-11.

The key objective of the position is to establish sustainable programs, resources and infrastructure to build the capacity of creative industries practitioners, and a strong creative sector in the long term.

Partnership

Arts Northern Rivers is seeking a contribution from each of the seven LGA's of the Northern Rivers towards the salary costs of this position.

Using a population-based formula Arts Northern Rivers seeks \$7,520 pa (per year x 3 years) contribution from Clarence Valley Council.

Background

Arts Northern Rivers is the peak body for the arts and cultural sector in the Northern Rivers region of New South Wales, Australia. We are part of a statewide network of regional arts boards, dedicated to building positive futures for regional, rural and remote communities in New South Wales through the arts and cultural development. Since our establishment in 2003 we have included creative industries as one of our key priority areas.

We have played a lead role in the formation of the Northern Rivers Creative Industries Consortium, a group of 14 partner agencies representing the arts, regional development, industry and education, with the specific goal of collaborating to support creative industry development.

In 2008 we worked with the Consortium to develop the state's first regional Arts and Creative Industries Strategy, identifying broad goals and strategies, and priority actions for the period 2010-12.

Last year Arts Northern Rivers secured funding to implement the Northern Rivers Creative Industries Brokers Project (CIBP), a nine-month pilot project addressing several of these priority actions, most notably, the development of market linkage opportunities for local practitioners in the fields of fashion, Music and Digital /Screen.

Outcomes of the Creative Industries Brokers Project included:

- **727** creative industries practitioners/businesses in the fashion, music and screen/digital sectors registered on the Arts Northern Rivers database;
- **416** practitioners took part in sector specific professional development and networking events;
- **20 businesses** were selected for intensive one-on-one business development support including business analysis, consultation, mentoring, pitch training, opportunities to present to market, market linkage and brokerage activity;
- **60 market linkage** success stories have been to date, and is expected to continue to rise as newly formed industry relationships strengthen;
- **The Hive** - Northern Rivers Creative Industries Portal developed and live.

Whilst satisfied with these outcomes the Consortium wishes to take stock of these achievements in the broader context of the level of industry need the Project has revealed.

We believe that in order to have a significant long-term impact on the creative industries into the future, we need to immediately redirect our

focus onto the development of sustainable programs, resources and infrastructure that will continue to benefit local creative industries practitioners in the long-term.

The Program Manager would also play a lead role in establishing future directions for the Northern Rivers Creative Industries Consortium, beyond achievement of priorities identified in the *Northern Rivers Creative Industries Development Strategy 2010-12*.

Partnership Proposal

- Arts Northern Rivers will submit an application to Arts NSW for funding support for the Creative Industries Manager role.
- Arts Northern Rivers is required to identify other funding partners as Arts NSW will only support 50% of costs for the position
- Arts Northern Rivers is proposing the following funding mix:
 - o **Arts NSW** - \$40,160 (per year x 3 years) Total \$120,480
 - o **Arts Northern Rivers** - \$20,000 (per year x 3 years) Total \$60,000
 - o **NOROC partner councils** - \$39,840 (per year x 3 years) Total \$119,520
 - o **SCU** – \$22,250 (per year x 3 years) Total \$66,750 **In-kind support** including extensive research and surveying of the project to measure outcomes for the region

Notes to funding mix

Arts Northern Rivers seeks the following contribution from each of the 7 local – this has been based on the same percentage formula (population statistics) used to calculate each council's contribution to the Arts Northern Rivers Core funding:

Tweed	\$7,840pa	(\$23,520 over 3 years)
Clarence	\$7,520pa	(22,560 over 3 years)
Lismore	\$7,840pa	(\$23,520 over 3 years)
Byron	\$4,880pa	(14,640 over 3 years)
Kyogle	\$1,960pa	(5,880over 3 years)
Ballina	\$5,880pa	(17,640 over 3 years)
Richmond	\$3,920pa	(11,760 over 3 years)
Total	\$39,840pa	(\$119,520 over 3 years)



3 May 2012

Mr Peter Wood
Chief Executive Officer
Arts Northern Rivers

Re: Regional Project Manager in Creative Industries Development

Dear Peter,

Southern Cross University is strongly supportive of the proposal to establish a three year position to drive the development of creative industries in the Northern Rivers. While we are aware of the significant role that the creative industries play in the fabric of our region, this proposed role will enable Arts Northern Rivers and partners to take the next step to ensure a vibrant and sustainable creative sector for the future.

As part of our collaborative relationship with Arts Northern Rivers and through our role as a founding member of the Northern Rivers Creative Industries Consortium, Southern Cross University will act as a research and knowledge partner to this project. We feel the development of a research program in the creative industries is an integral part of the sectors development and viability.

To this end, Southern Cross University has pledged \$66,750 in-kind over three years. This includes:

- Full use of Studio ONE29 including full broadcast production technicians: up to three times a year;
- Senior Researcher: up to 10 days a year;
- Support to promote the program across the suite of School of Arts and Social Sciences engagement programs, including a new regional curatorial practice program: up to five days a year.

We look forward to collaborating with you to further develop the creative industries in our region.

Yours sincerely,



Ben Roche
Head of Community Engagement



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Northern Rivers Regional Organisation of Councils
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 Ballina NSW 2478

Tuesday 1 May 2012

Re: Arts Northern Rivers Proposal – Creative Industries Manager

I am writing on behalf of the Northern Rivers Creative Industries Consortium to support the proposal by Arts Northern Rivers for the establishment of a Creative Industries Manager position. This role will support and develop the creative industries across the seven local government areas of the Northern Rivers region of New South Wales.

The Northern Rivers Creative Industries Consortium is a fourteen member collective brought together by Arts Northern Rivers in 2006 with the aim of supporting and developing the arts and creative industries in our region. The Consortium developed New South Wales' first regional arts and creative industries strategy in 2008. This strategy is still active and includes numerous strategic objectives that guide the work of member organisations. Many of these objectives have been delivered with impressive results for creative industry business development in the region.

A key strategic objective of the strategy is the establishment of a creative industries manager to facilitate the multi-partner approach to sustainable development of the creative industries throughout the Northern Rivers. As outlined in Arts Northern Rivers' proposal the role will be focused on establishing industry development resources including professional development programs, online resources and potential infrastructure programs to build this important industry.

Funding streams for establishing roles such as this are always difficult to identify and secure and in most instances require a multi-partnership approach. The Creative Industries Consortium believes the potential funding partners identified in Arts Northern Rivers' proposal to NOROC represents a savvy and strategic mix of regional stakeholders that will help deliver significant benefits to the creative industries sector of the Northern Rivers.





The creative industries are a key focus of the NSW 2012 Northern Rivers Regional Action Plan Discussion Paper and other key planning documents such as the Northern Rivers Regional Industry and Economic Plan (RIEP). It is clear that the development of the Creative Industries in the Northern Rivers is economically significant. Our region has a high concentration of creative professionals with a growth rate that far surpasses that of other regional areas – between 2001 – 2006 the creative industries was one of the region's top four growth industries.

The Creative Industries consortium believes the establishment of this role will build the capacity of local practitioners and support the development of a strong and sustainable creative industries sector across the seven local government areas of the Northern Rivers.

Targets for the next stage of the Creative Industries initiative include; the development of online self-help resources; the delivery of multi-partner creative industries professional development and networking programs that pool resources; to be supported by collaborative marketing programs; research into future directions and promotion of regional creative industries investment programs, in which private investors can participate.

All these targets require the participation of a group of dedicated stakeholders (which we have via the Creative Industries Consortium) and funding to help achieve these outcomes. The funding of this role is vital, as it will play a lead role in not only supporting and developing the creative industries in our region but by establishing future directions. Accordingly the Northern Rivers Creative Industry Consortium offers our enthusiastic support for this initiative and asks NOROC to consider Arts Northern Rivers' proposal favourably.

Yours sincerely

A handwritten signature in black ink that reads "Jill Moonie".

Jill Moonie

General Manager - Screenworks

On behalf of Northern Rivers creative Industries Consortium





Contact Details for Consortium Members

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