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Nota di contenuto	Contents: 01 Creative Business in Australia -- Glossary & abbreviations -- Introduction / Lisa Andersen, Paul Ashton & Lisa Colley -- Valuing Australias creative industries / Tamara Ogilvie, Yuan Deng & Rob Lee -- Business basics 101: Building good business foundations for Australian creative enterprises / David Schloeffel -- UP-close: Atkins Photography -- Creating with purpose: The DNA of a more disciplined, sustainable creative enterprise / Mark Stewart -- UP-close: Future Print -- The search for new business models in the creative industries / Tony Shannon. 02 The Creative Workforce and Value Creation for Growth -- The creative fulcrum: Where, how and why the creative workforce is growing / Greg Hearn -- UP-close: Infasecure --Mentors, catalysts and provocateurs: The changing role for designers in the shift to design integrated business / Sam Bucolo -- Winning by design: Integrating design into Australian manufacturing / Adam Blake & Stuart Davis -- Mixing Australias mining know how and interactive media industries: An opportunity? / Sonya Henderson Edbrooke. 03 Government and Creative Industries Development -- Youre hot then youre cold: Creative industries policy making in Australia / Stuart Cunningham -- Australias approach to creative industries policy: An international comparison / Anthony Merrilees -- UP-close: CIIC Business Reviews -- Servicing growth in established SME creative industries businesses:

Evidence from the Creative Industries Innovation Centre client companies and Business Advisers / Lisa Andersen -- Levelling up: A government-led formation process for inter-organisational collaboration between digital creative SMEs described / Sonya Henderson Edbrooke & Melissa Anderson -- UP-close: The Biztro tailored advisory service --The Creative Industries Innovation Centre: A model for government service delivery to creative businesses / Lisa Colley -- Select bibliography -- Contributors.

Sommario/riassunto

Summary: This collection gives an overview of the current state of business in Australia's creative industries both as an industry sector in its own right and as an enabling sector and skills set for other industries and reflects on business needs, creative industries policy and support services for the sector. With contributions from the Creative Industries Innovation Centre's team of senior business advisers and from leading Australian researchers who worked closely with the Centre including experts on design-led innovation and the creative economy and case studies of leading Australia creative businesses, the book is intended as an industry-relevant contribution to business development and public policy.
