



UNIVERSITY
OF SOUTHERN
QUEENSLAND

Creators of Ipswich Summit

Research feedback and actions



City of
Ipswich

**Collaboration is
key!**



A part of the Access Group



Creators of Ipswich





Introduction

Creators of Ipswich summit

Overview

Intro of the five themes

Introduce the key Strategies with each of the themes

Review and questions/comments





Context

survey

This research and survey is about the creators and their practice and the creative work and how we survive and flourish!

Key elements around the survey!

- **120 respondents**
- **Fully online**
- **Combination of qualitative and quantitative data**
- **Aim is to set some baseline data and gather key information**
- **Establish the Creators of Ipswich group**



Context

Creative Arts Framework

The end of the 20th century saw a profound shift by policy makers to call for economic and social benefits to come from the arts. The shift is consistent with the impact of globalization and local communities seeking a level of individualisation or local identity.

- **Creative Economy**
- **Creators of Ipswich**
- **non-commercial and commercial**
- **A number of creative industry groups that makes up the eco system or economy.**

Themes

Five themes come out of the data

- Artistic Expression – who we are
- Art as Business – creative economy
- Funding and Grants – the funding models
- Capacity Building and Resources
- Leadership and Governance





Artistic Expression

WHO WE ARE

Diverse range of creatives in Ipswich

Wide age range

Encouraging, giving community

Combination of commercial and non-commercial (hobbyists)

- **Key Strategies:**
- **Explore and define the current creative ecology in Ipswich**
- **Value the diversity of the creative community through forming clusters within the creators of Ipswich framework.**
- **Establish the database**



Art as Business

Creative Economy

Solid snapshot of the creatives in community

Three distinct groups:

Non-commercial – Hobbyist

Part time and full time creatives

Understand the benefits of establishing a Creative economic plan

- **Strategies**
- The creative economy is a framework and language that should be used to capture what Ipswich art community is practicing.
- Undertake research into a few of the successful communities (regional) to identify, specifically, how part time and full-time business are established, what support they have and to whom do they market their creative work.



Art as Business

Creative Economy

Solid snapshot of the creatives in community

Three distinct groups:

Non-commercial – Hobbyist

Part time and full time creatives

Understand the benefits of establishing a Creative economic plan – identify local creatives who wish to be part of this.

- **Strategies**
- **Undertake further conversations with those seeking to build an arts business and explore the barriers and opportunities as a case study to improve processes and to establish some models.**



Funding and Grants

The Funding Models

Grants, Grants and more Grants

Sale of products and services

Limitations of funding models and revenue generation

Limitations around business approach

Consideration of other revenue streams

- **Strategies:**
- **Explore the current grants and other sources of funding applicable to this sector**
- **Explore models for the creative economy to be fully established within the city with emphasis on a creative industries approach.**



Funding and Grants

The Funding Models

Grants, Grants and more Grants

Sale of products and services

Limitations of funding models and revenue generation

Limitations around business approach

Consideration of other revenue streams

- **Strategies:**
- **Identify types of funding required for the various creative artists within the city**
- **Develop broader strategies to lobby government and the corporate sector to explore funding opportunities.**



Capacity Building - resources

Great Diversity and Capacity

Confident in Practice

Uncertainty in Process

Physical resources and training and development resources.

Collaboration

- **Strategies**
- It is recommended that a Creators of Ipswich website and facebook page be created to meet a number of the needs raised in this survey.
- **Develop a series of workshops, mentors and educational activities to deliver strategically to the local arts community.**



Capacity Building - resources

Great Diversity and Capacity

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Physical resources and training and development resources.

Collaboration

- **Strategies**
- Explore current models for displaying of work and re-imagine improvement on the existing and consider additional modes, eg online, streamed, etc.
- Explore sports club models to understand their challenges and successes
- Establish capacity building resources to share with the arts community.



Leadership/Governance

Willingness to establish a management body

Partnership – Ipswich City Council

Value as a creative

Strong vision and hope for the future

Marketing/media – exposure and awareness

- **Strategies**
- **Establish a leadership group in association with Ipswich City Council to guide planning and development of the sector.**
- **Ensure a good cross-section of the arts community be represented on the management group.**
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Leadership/Governance

Willingness to establish a management body

Partnership – Ipswich City Council

Value as a creative

Strong vision and hope for the future

Marketing/media – exposure and awareness

- **Strategies**
- **Identify who you are and what your product is. – vision statement/goals**
- **Establish clear goals and key performance indicators so that the whole creative community can clearly see action is occurring.**

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Summary

The arts community has great potential, capacity and aspiration

It lacks cohesion, structure and collective vision

Engagement with the notion of Creative Industries and the broader Creative Economy is a must

Recognise it is a new day and new season!



Summary of strategies

Recommendations for future

Know the people – know the skills

Get a language and a framework

- **Explore and define the current creative ecology in Ipswich**
- **The creative economy is a framework and language that should be used to capture what Ipswich art community is practicing.**



Summary of strategies

Recommendations for future

Review the grants and establish some funding models

Create Ipswich – structure and resources

- Explore the current grants and other sources of funding applicable to this sector
- It is recommended that a Create Ipswich website and facebook page be created to meet a number of the needs raised in this survey.



Summary of strategies

Recommendations for future

Capacity building resources

Get some leadership – collaboration

Build a strong team – set a vision and measure it

- **Develop a series of workshops, mentors and educational activities to deliver strategically to the local arts community.**
- **Establish a leadership group in association with Ipswich City Council to guide planning and development of the sector**



Next Steps:

- Leadership
- Grants and Funding Models
- Creators of Ipswich – structure, website & social media
- Define stakeholders in the creative ecology
- Establish a framework for developing the creative economy



Create Ipswich