



CULTURAL & CREATIVE BUSINESSES SURVEY

FINAL

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Contents

	Pg
SUMMARY OF MAIN FINDINGS	3
1. INTRODUCTION	5
1.1 General.....	5
1.2 Definition of the Sector	5
1.3 Methodology	6
1.4 Reliability	6
1.5 Timing	6
2. SAMPLE CHARACTERISTICS.....	7
2.1 Activity.....	7
2.2 Status	7
2.3 Type of Organisation	7
3. ECONOMIC STRUCTURE	9
3.1 Employment.....	9
3.2 Turnover	11
3.3 Locations & Areas Serviced	12
3.4 Type of Market	14
3.5 Expected Growth Next Five Years.....	15
4. ACTIONS TO DEVELOP THE SECTOR	16
4.1 Education & Training	16
4.2 Events.....	17
4.3 Infrastructure.....	19
4.4 Indigenous Participation	21
4.5 Advocacy.....	23
4.6 Organisations.....	23
4.7 Promotional Opportunities.....	26
4.8 Other Recommendations	26

Appendices

APPENDIX 1 - List of Cultural & Creative Classifications.....	28
APPENDIX 2 - The Questionnaire.....	30
APPENDIX 3 - Survey Approach Email/Letter.....	37
APPENDIX 4 – Question 9 Responses.....	38
APPENDIX 5 – Question 13 Responses.....	42
APPENDIX 6 – Question 14 Responses.....	44
APPENDIX 7 – Question 15 Responses.....	48
APPENDIX 8 – Question 16 Responses.....	50

SUMMARY OF MAIN FINDINGS

Background

- The report analyses the responses of 112 businesses in Creative and Cultural Activities in the Cairns and immediate region on two groups of questions: *Economic Structure* and *Actions to Develop the Sector*.

Economic Structure

- For analysis, the sample is broken into five sub sectors covering:

Built Environment	21
Architecture, Building Design, Landscape Design, Urban Design & Planning, Interior Design	
Photography, Film, TV & Radio	30
Photography, Film, Video, Television, Radio	
Visual Arts	42
Commercial Artists, Graphic Design, Display Design, Multimedia / Website Design, Fashion Design, Arts & Crafts	
Performing Arts	13
Music, Dance, Theatre (Private Non-School Teaching)	
Writing, Publishing & Print Media	6
Total	112

- Some 88 described themselves as having professional status with 24 pro/am or without professional training.
- Some 47% described their organisation as sole trader, 45% local firm and only 7% local office of national/international firm.
- Total employment identified was 527, ie. an average of 4.7 per business responding. However, "Writing Publishing and Print Media" was higher.
- Only 29% recorded employment of three or more.
- Some 77% of employees were described as in "creative" occupations and 23% "non-creative".
- Total turnover of \$62m was identified - an average of \$529,000 per business and about \$190,000 per person employed.
- Most of the businesses are located in Cairns and most of them service the immediate regions of Douglas, Tablelands and Cassowary Coast.
- About a third indicated they serviced wider markets in Queensland. About 48% recorded they serviced markets interstate and about a quarter said they serviced overseas markets.
- Markets (source of income) were indicated to be about a third local residents, about 40% from local businesses, industries or local government and 18% rest of Queensland, interstate and overseas. Tourism income was mainly from local tourism businesses but with income direct from tourists important for Visual and Performing Arts.
- Overseas markets were dispersed but led by Papua New Guinea/Solomons/Pacific and New Zealand. All sub sectors recorded some overseas markets but film/photography led.
- Expected growth recorded over the next five years averaged close to 7%.

Actions to Develop Sector

- There was a wide variety of responses.
- In education, training and professional development, the need for local architecture/tropical design/building design courses at university level was raised and landscaping design courses as opposed to horticulture courses. Need for a creative mind for success was mentioned by a number.
- Ranking of “events that contribute” was dispersed but led by conferences, conventions, festivals and trade shows.
- Infrastructure vital for the sector was very dispersed with most scoring about the same, but led by performing art centres, convention centres.
- Indigenous participation was low with only 14% recording indigenous employment and numbers employed 6% of total.
- Some 55% said that they advocated or promoted “the unique cultural and creative values of the region”. Most said it was through their own designs, subject matter, output. A number recorded that it depended on the client and that they influenced the client.
- Pattern of existing “networks or organisations” varied from relatively strong (eg. architects) through to some simple networks to virtually none. The main value was seen to be in networking, especially to gain new ideas. However, other value was seen to be in professional development, availability of advice and technical information, setting standards and promotion of awareness of the sector.
- Promotional opportunities in collaboration with other enterprises was led by “more festivals/trade shows/competitions” including a number of mentions involving landscaping and gardening. Photography input into other sectors was seen as an opportunity and promotion to tourists by various means.
- Other recommendations were led by a need to organise and promote seminars, forums, workshops, festivals and exhibitions, to use local talent/businesses, use of online opportunities, more funding/awards and education about subsidies.

1. INTRODUCTION

1.1 General

The Cairns Regional Council is working with James Cook University and Central Queensland University to develop the cultural and creative sector in the region. A substantial program of consultation with those operating in the sector has been developed to receive views and input.

Cummings Economics was asked to especially assist with gathering information and views from businesses involved in the sector as opposed to individuals, producers and organisations. There were two main objectives of the survey:

- 1) To discover information to help profile the economic impact of the sector;
- 2) To gain information and views to help develop a strategy to progress the sector.

The survey builds on previous work carried out by Cummings Economics in the past:

- o 1996 – The Arts and Entertainment Industries in Far North Queensland – Quantification of Economic Importance and Development Issues prepared for the Far North Queensland Cultural Industry Association with funding support from Cairns City Council and the Queensland Department of Tourism, Small Business and Industry.
- o 2007 – Creative Industries in Far North Queensland – Quantification of Economic Importance, Development Issues and Capability prepared at the request of the Tropical Creative Cluster associated with the Cairns Regional Economic Development Cooperation and managed by Arts Nexus Inc and commissioned by the Queensland Department of State Development and Trade.
- o 2017 – Cultural and Creative Activities in the Cairns Region – Comparative Statistical Analysis prepared for Cairns Regional Council.

1.2 Definition of the Sector

The cultural and creative sector covers a range of different activities. There are issues about what activities to include and not to include. Earlier work by Cummings Economics identified a range of activities of “producers” that were involved in the production of cultural and creative output that formed the core of the sector but which also included “suppliers” of inputs, “outlets” through which the activities of “producers” reached markets, and also an “education” element.

In more recent times, the Australian Bureau of Statistics developed a list of “industries” in the Australian and New Zealand Standard Industry Code (ANZSIC) and of “occupations” in the Australian and New Zealand Code of Occupations (ANZCO) to define the sector statistically. This work has been further developed by the Queensland University of Technology to define the sector and includes:

- o Creative occupations in creative industries
- o Creative occupations in non-creative industries
- o Non-creative occupations in creative industries.

This has involved some variations of the ANZSIC and ANZCO codes used compared with the previous Australian Bureau of Statistics definition.

In this survey, it was necessary to:

- a) Draw on the above to select appropriate classifications to survey:
- b) Only interview those classifications that were dominantly “business” or “corporate” as opposed to the large number of artists, performers, etc., who were essentially unpaid or semi-amateur participants in the sector.

A list of the classifications and whether they were being covered in the survey is given in [Appendix 1](#).

1.3 Methodology

The survey was based on a set questionnaire with some minor variations in wording for different activities (see [Appendix 2](#) or click on: [J3200 Cultural&CreativeBusinessesSurvey.docx](#)).

A list of businesses operating in the sector was developed based initially on lists developed for the 2007 survey report but extended and amended through search of telephone directories and web pages with some telephone follow up to gain email addresses.

The survey questionnaire was placed “on line” and an approach email letter was developed (see [Appendix 3](#)) inviting businesses to respond by completing the survey “on line” or by calling in to respond over the telephone. In any event, follow up by telephone was undertaken by experienced interviewers to offer to complete the survey over the telephone.

Potential businesses identified totalled about 700. However, a number of them proved to be out of business or no longer in the field. From the data available, it is estimated that there are probably of the order of 500 businesses currently engaged in the fields covered. By cut off time, a sample of 113 had been gained.

1.4 Reliability

Typically for this type of survey, it is not possible to obtain a 100% response and it is likely there were businesses in various activity fields not identified. The object was to obtain:

- Sufficient responses upon which reasonable estimates could be made when linked with other data and analysis, of the likely pattern of economic impact of the sector and different broad classifications;
- Typical representative views of businesses in various sector classifications to help with strategy formulation.

1.5 Timing

The surveying was carried out from mid-November 2018 to February 2019.

2. SAMPLE CHARACTERISTICS

2.1 Activity

Appendix 4 gives a list of respondents and the classification they provided.

Total response sample was 112 in the following categories.

Built Environment	21
Architecture, Building Design, Landscape Design, Urban Design & Planning, Interior Design	
Photography, Film, TV & Radio	30
Photography, Film, Video, Television, Radio	
Visual Arts	42
Commercial Artists, Graphic Design, Display Design, Multimedia / Website Design, Fashion Design, Arts & Crafts	
Performing Arts	13
Music, Dance, Theatre (Private Non-School Teaching)	
Writing, Publishing & Print Media	6
Total	112

2.2 Status

Some 88% indicated they were professionals, 7% proam and 4% amateur.

The few amateur/recreational were in Art, Photography, Visual Arts and Performing Arts. In describing themselves as amateurs, most were referring to their training/education and not to their having no income. The proam were mainly in Visual Arts and Performing Arts.

2.3 Type of Organisation

In scoring the responses, the term “freelance/individual” used in the questionnaire has been designated as “sole trader”.

The following table gives overall responses.

Table #1: Q7 - Your Organisation

	No.	%
Sole trader	52	47%
Local firm	50	45%
Local office of national/international firm	8	7%
Total	112	100%

The indications are that almost all were sole traders or local firms. Only 7% were local offices of national and international firms.

Table #2: Q7 – Organisation by Classifications

Classification	Sole Trader	Local Firm	Local Office of Nat/Int Firm	Total
Built Environment	24%	71%	5%	100%
Photography, Film, TV & Radio	50%	40%	10%	100%
Visual Arts	53%	43%	5%	100%
Performing Arts	77%	23%	0%	100%
Writing, Publishing & Print Media	17%	50%	33%	100%
Total	47%	45%	7%	100%

Highest proportions of Local Office of National/International Firm were in Writing, Publishing & Print Media and Photography, Film, TV & Radio.

Highest proportions of Sole Trader were in Performing Arts (77%) and Visual Arts (53%).

3. ECONOMIC STRUCTURE

3.1 Employment

Total employment recorded was 527. The following table gives by type of employment for those firms responding to this question, totalling an employment of 442.

Table #3: Q3 – Total Employment by Type

		Creative	Non-Creative	Total	
				No.	%
Full time		231	72	303	69%
Part time		64	16	80	18%
Sub contract		51	12	67	15%
Total	No.	342	100	442	100%
	%	77%	23%	100%	

The figures indicate that about a third (31%) of the employment generated was part time or sub contracted. Only 23% was recorded in “non-creative” activities.

Employment per respondent business by classification was as follows.

Table #4: Q3 – Employment per Respondent Business by Classification

Classification	No.
Built Environment	4.4
Photography, Film, TV & Radio	3.4
Visual Arts	4.1
Performing Arts	4.6
Writing, Publishing & Print Media	17.8
Total	4.7

Average number employed over the whole sample was 4.7. Classification with the highest employment was Writing, Publishing & Print Media heavily affected by newspaper publishing. Otherwise, average employment was in the range 3.4 to 4.6 per respondent group.

Table #5: Q3 – Distribution of Employment by Classification

Classification	Creative				Non-Creative				Overall Total
	F/T	P/T	Sub	Total	F/T	P/T	Sub	Total	
Built Environment	60%	15%	8%	83%	8%	3%	6%	17%	100%
Photography, Film, TV & Radio	61%	18%	11%	89%	9%	1%	1%	11%	100%
Visual Arts	52%	14%	70%	84%	10%	20%	0%	30%	100%
Performing Arts	27%	2%	37%	65%	6%	19%	10%	35%	100%
Writing, Publishing & Print Media	41%	9%	36%	86%	5%	9%	0%	14%	100%
Total	52%	14%	12%	77%	8%	12%	3%	23%	100%

All classifications reported high proportions of creative employment. Those with the highest proportion of “creative” employment were recorded in Photography, Film, TV & Radio, Writing, Publishing & Print Media and Built Environment. Total across the sector was 77%

Subcontracting was mainly recorded in Performing Arts and Writing, Publishing & print Media..

The following table gives the pattern of employment by total numbers employed per respondent.

Table #6: Q3 – Total Employment per Business

No. Employed	No.	%
1	51	46%
2	18	16%
3	10	9%
4	4	4%
5	5	4%
6	3	3%
7	4	4%
8	1	1%
9	1	1%
10	5	4%
12	1	1%
13	2	2%
16	3	3%
17	1	1%
20 plus	3	1%
Total	112	100%

The table indicates that some 46% of the respondents employed only one and a further 16% employed two, ie. only about a third employed three or more with the largest responding employing 20.

Table #7: Q3 – Percentage of Respondents employing Three or More by Classification

Classification	%
Built Environment	33%
Photography, Film, TV & Radio	23%
Visual Arts	24%
Performing Arts	31%
Writing, Publishing & Print Media	83%
Total	29%

Thus, only Writing, Publishing & Print Media recorded a high proportion of respondents with 3 or more employees.

3.2 Turnover

The following table summarises overall levels of turnover recorded.

Table #8: Q5 – Overall Turnover

\$	No.	%
<10,000	12	11%
10 – 19,000	9	8%
20 – 49,000	15	13%
50 – 99,000	24	21%
100 – 199,000	15	13%
200 – 499,000	16	14%
500,000 – 1m	11	10%
1 – 2m	4	4%
2 – 5m	2	2%
5 – 10m	0	0%
10m+	2	2%
blank	4	4%
Total	112	100%

There was a wide spread. Some 32% were less than \$50,000. Modal group was \$50 - \$99,000 at 21% with a further 27% at \$100 - \$499,000.

Averaging the estimated turnovers range gives the following estimated turnover in total and by classification.

Table #9: Q5 – Estimated Total & Average Turnover Per Business & Per Employee

Classification	Total \$	Average \$	Av Per Employee \$
Built Environment	11,255,000	535,952	121,022
Photography, Film, TV & Radio	16,395,000	546,500	160,735
Visual Arts	12,935,000	307,976	74,769
Performing Arts	1,570,000	120,769	30,192
Writing, Publishing & Print Media	20,130,000	3,355,000	188,131
Total Average	62,285,000	526,713	118,188

The table indicates total turnover of the businesses responding at \$62m with Writing, Publishing & Print Media and Photography, Film, TV & Radio highest totalling \$36m. In both of these classifications, there was one large operation with turnover estimated at over \$10m.

Average turnover per respondent and per employee was particularly low for Performing Arts and also lower for Visual Arts.

3.3 Locations & Areas Serviced

The following table shows locations given.

Table #10: Q4 – Location of Businesses

Location	No.
Cairns	98
Kuranda	1
Other Tablelands	9
Port Douglas/Mossman	3
Innisfail/Mission Beach	0
Gulf	1
Peninsula	0
Torres Strait	1
Other Northern Queensland	1
Other Queensland	1
Interstate	4
Overseas	2

There was a total of 121 locations recorded. Some 98 were in Cairns. Some 14 were not located in Cairns and 9 were businesses that recorded multiple locations mainly overseas, interstate and outside the region.

Numbers servicing various areas is given in the following table.

Table #11: Q4 – Numbers in Servicing Areas

Location	Areas Serviced
Cairns	105
Kuranda	89
Tablelands	90
Port Douglas/Mossman	88
Innisfail/Mission Beach	74
Gulf	32
Peninsula	33
Torres	39
Other Northern Queensland	38
Other Queensland	39
Interstate	46
Overseas	30

Only 7 recorded they did not service Cairns. Most of those servicing Cairns will also service the immediately surrounding areas of Kuranda, Tablelands, Douglas and Innisfail. Outside of the immediate region, the numbers are quite similar in the 32 to 46 range. Some 30 or 28% service overseas and 46 or 42% service interstate.

However, there is a mixture of servicing those areas alone and servicing multiple areas.

Some 71 (63%) have a service area outside the immediate region.

The following table illustrates.

Table #12: Q4 – Combinations of Areas Serviced Outside of Cairns & Immediate Region

Location	No.	%
Gulf/Peninsula/Other Northern Queensland/Other Queensland/Interstate/Overseas	11	10%
Interstate	8	7%
Gulf/Peninsula/Other Northern Queensland/Other Queensland/Interstate	7	6%
Overseas	6	5%
Gulf/Peninsula/Other Northern Queensland/Other Queensland	5	4%
Interstate/Overseas	5	4%
Other Northern Queensland/Other Queensland/Interstate	4	4%
Other Northern Queensland/Interstate	2	2%
Other Northern Queensland	2	2%
Gulf/Peninsula	2	2%
Other Northern Queensland/Other Queensland/Interstate/Overseas	2	2%
Gulf/Peninsula/Other Northern Queensland	1	1%
Peninsula/Other Northern Queensland/Overseas	1	1%
Peninsula/Other Northern Queensland/Other Queensland/Interstate	1	1%
Gulf/Peninsula/Other Queensland/Interstate	1	1%
Gulf/Other Queensland	1	1%
Gulf/Other Queensland/Overseas	1	1%
Peninsula	1	1%
Gulf/Interstate	1	1%
Peninsula/Other Northern Queensland/Other Queensland/Interstate/Overseas	1	1%
Gulf/Other Queensland/Interstate	1	1%
Peninsula/Other Queensland/Interstate	1	1%
Other Queensland/Interstate/Overseas	1	1%
Gulf/Peninsula/Other Northern Queensland/Other Queensland/Overseas	1	1%
Other Queensland/Overseas	1	1%
Sub Total	72	64%
Cairns & Immediate Region Only	40	36%
Overall Total	112	100%

Only a small number (3) serviced the Gulf and Peninsula and no other area outside the Immediate Cairns area. Thus most, if they extend beyond the Immediate Cairns regional area, will extend further afield. A further 8 extend only to Other North Queensland and to Other Queensland. The number that will extend further to include Interstate but not Overseas is 23.

Most of the 32 who said that they also serviced Overseas did so as an extension to servicing outside the region in Australia but 6 said that they just serviced the Immediate Cairns region and Overseas.

3.4 Type of Market

Respondents were asked to identify the type of market they serviced. The following table gives responses.

Table #13: Q6 – Type of Market

Classification	Local residential	Local commercial	Local industrial	Local Government	Rest of Qld	Interstate	Overseas	Total
Built Environment	26%	49%	2%	10%	2%	4%	6%	100%
Photography, Film, TV & Radio	34%	41%	4%	2%	3%	10%	6%	100%
Visual Arts	26%	40%	7%	3%	3%	15%	3%	98%
Performing Arts	64%	16%	7%	1%	0%	5%	7%	100%
Writing, Publishing & Print Media	28%	36%	0%	0%	1%	15%	20%	100%
Total	32%	39%	5%	4%	3%	10%	6%	100%

The table indicates that for this sample, about a third of markets is Local Residential, 48% Local Business, Industrial and Government and 18% Rest of Qld, Interstate and Overseas. However, the composition varies with Local Residential being more important for Performing Arts.

Markets outside the region are more important for Publishing 36% and Commercial, Industrial and Local Government high for Built Environment (61%).

Table #14: Q6 – Proportion Tourism

Classification	Tourist Operators	Tourism Qld	Tourism Interstate	Tourism Overseas	Total
Built Environment	3%	0%	0%	0%	3%
Photography, Film, TV & Radio	7%	1%	2%	1%	11%
Visual Arts	9%	2%	1%	1%	13%
Performing Arts	3%	5%	0%	3%	11%
Writing, Publishing & Print Media	18%	1%	7%	0%	26%
Total	7%	2%	1%	1%	11%

Tourism markets (mainly to tourism operators) were important, especially to Writing, Publishing & Print Media with some magazines mainly supported by advertising support from tourism operators.

The survey did not capture the major tourism Aboriginal Dance Theatre operation which would have increased the tourism content for Performing Arts, especially from overseas markets.

Overseas markets were recorded by businesses as follows.

Table #15: Q6 – Overseas Areas Serviced – Number of Mentions

Overseas markets	Built Environment	Film/Photography/TV/Radio	Visual Arts	Performing Arts	Writing/Publishing/Print Media	Total
PNG/Solomons/Pacific	4	2	0	2	0	8
Europe/UK	0	5	1	1	0	7
Asia/Japan/China	0	3	2	1	0	6
New Zealand	1	1	2	1	1	6
Worldwide	0	0	2	1	1	4
Africa/Middle East	2	1	0	0	1	4
USA	0	1	2	0	1	4
SE Asia/Indonesia	2	1	0	0	0	3
Other America	0	0	0	0	1	1
Total	9	14	9	6	5	43

- o Film, Photography, TV & Radio group led in numbers with overseas markets followed by Built Environment and Visual Arts.
- o Film, Photography, TV & Radio group were spread around the world but with most in UK/Europe, Asia/Japan/China and PNG/Solomons/Pacific.
- o Built Environment were heavily in PNG/Solomons/Pacific but also in SE Asia/Indonesia, Africa/Middle East and New Zealand.
- o Visual Arts were spread Asia/Japan/China, New Zealand and USA and one Europe/UK.
- o Overall, the markets were spread but with PNG/Solomons/Pacific leading.

3.5 Expected Growth Next Five Years

The following gives pattern of respondents.

Table #16A: Q8 – How Much Expect Your Sector to Grow Over Next 5 Years

	No.	%
More than 20%	2	2%
Up to 20%	18	16%
With population (5 – 10%)	50	45%
No change	37	33%
Decline	5	4%
Total	112	100%

The following table gives average growth reported by the sample.

Table #16B: Q8 – Expected Average Growth Over the Next Five Years

Classification	Average Growth
Built Environment	7.0%
Photography, Film, TV & Radio	5.0%
Visual Arts	9.0%
Performing Arts	7.0%
Writing, Publishing & Print Media	4.0%
Average	6.8%

Average overall was 6.8%. Lowest averages were Writing, Publishing & Print Media and Photography, Film, TV & Radio. Highest was Visual Arts at 9%. A growth of 6.8% over five years represents an average of about 1.3% per annum which is about the rate of population growth in the region.

4. ACTIONS TO DEVELOP THE SECTOR

4.1 Education & Training

Appendix 4 gives detailed responses. The following seeks to group and summarise.

Table #17: Q9 – “Can you identify any education, training or professional development pathways that allow entry or advancement in your field of creative industries?” – Summary of Responses

Built Environment	
Existing Operators/Producers	<p>Architecture/Building Design - There is seen to be a need/urgent for Architecture/Tropical Design/Building Design courses in Cairns. There are Building Design courses at Charles Darwin (Darwin), CQU (Rockhampton) and Curtin (WA). Continuing professional development is seen as necessary but have to go elsewhere. No local autocad type training available.</p> <p>Landscape Design - Local horticultural certificate available but no landscape design. Hands-on experience seen as necessary.</p> <p>Town Planning – course available with technical officer training by local council.</p>
Youth	<p>Architecture & Building Design – No local courses architecture.</p> <p>Landscape Design – Currently taught as a trade not a design discipline – need to be physically fit and study university degree to design. Some provision of workplace internships. Youth not interested in hands-on work.</p> <p>Interior Design – Need to do TAFE course.</p>
Film Photography TV Radio	
Existing Operators/Producers	<p>Film & Photography – Arts, Fine Arts, Photography available but also at Diploma TAFE certificate level. Not much support afterwards although can join Australian Institute of Professional Photographers. Creative mind and will to succeed needed with on-job experience. Reality TV is reducing demand for documentaries.</p> <p>Radio – Respondent is working with TAFE to provide a Certificate III in radio.</p>
Youth	<p>Film/Photography – Start photography at school and then TAFE and possible university level. Develop with experience, mentoring. Don't recommend – no jobs.</p> <p>Radio – Training in remote communities.</p>
Visual Arts	
Existing Operators/Producers	<p>General – University/JCU courses Arts/Cultural Arts/Creative Industries & Diploma Graphic Design/Commercial Art. Online courses. Internships. On-job learning. Need to be creative. Business training experienced needed system. Need for accreditation in some fields.</p> <p>Fashion – Study university art design</p>
Youth	<p>Art Studies – University, TAFE, Graphic Design, Media Design. Computer training/IT/Web design/Diploma of Marketing online. Creativity – important. Work experience important. Apprenticeships/traineeships in signwriting/with establishing companies. Graphic Design income not attractive.</p>

Performing Arts	
Existing Operators/Producers	General – Bachelor of Creative Arts Tertiary Studies. Music schools/teacher training dance events management courses. Workshops with touring artists. Work experience.
Youth	Music starts at school and private tuition. TAFE courses. Working on “Platforms” Festival for young gaining momentum. Approach studios for work experience.
Writing & Publishing	
Existing Operators/Producers	General – University TAFE courses writing skills. Degree in Arts – English/Journalism. Need locally for training in digital marketing.
Youth	Love for words/communication. Work experience while at school.

4.2 Events

Question Q10 – “What current events contribute to the growth or promotion of the creative enterprise sector in which you operate?”

Table #18: Q10 – Events that Contribute

Events	No.	%
Conferences	38	34%
Conventions	30	27%
Festivals	28	25%
Trade Shows	28	25%
Webinars	21	19%
Art Exhibitions	18	16%
Industry Forums	17	15%
Training Events	16	14%
Corporate Functions	16	14%
Performing Arts/Productions	15	13%
Music Events	16	14%
Screen Events	6	5%

Conferences, Conventions, Festivals and Trade Shows rank highest. There are marked differences however for some among the different classifications.

The following table gives responses by classification.

Table #19: Q10 – Events that Contribute by Classification

	Built Environment		Film Photography TV Radio		Visual Arts		Performing Arts		Writing Publishing		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Conventions	7	12%	13	15%	6	9%	2	7%	2	25%	30	12%
Conferences	9	15%	12	14%	11	16%	1	4%	3	38%	36	15%
Trade Shows	10	17%	7	8%	9	13%	1	4%	1	13%	28	11%
Industry Forums	7	12%	3	4%	4	6%	0	0%	2	25%	16	7%
Corporate Functions	4	7%	7	8%	4	6%	1	4%	0	0%	16	7%
Training Events	5	8%	7	5%	3	4%	1	4%	0	0%	16	7%
Webinars	7	12%	4	5%	10	15%	0	0%	0	0%	21	9%
Festivals	4	7%	8	10%	9	13%	7	26%	0	0%	8	11%
Art Exhibitions	3	5%	5	6%	7	10%	3	11%	0	0%	18	7%
Performing Arts Productions	2	3%	7	8%	3	4%	3	11%	0	0%	15	6%
Music Events	1	2%	6	7%	1	1%	8	30%	0	0%	16	7%
Screen Events	1	2%	5	6%	0	0%	0	0%	0	0%	6	2%
Total	60	100%	84	100%	67	100%	27	100%	8	100%	246	100%

Thus, Conferences and Conventions are not regarded as very important for Visual and Performing Arts and Trade Shows for Film and Photography and Performing Arts.

Other - Respondents were asked if there were any other.

The following lists other responses.

Table #20: Q10 – Other Events that Contributed

Built Environment
Architectural and building awards. Open days. Cultural, historical and street events e.g.Chinese, Aboriginal, Ukulele Festival
Cairns open house was great when it was running 2015-2017. It promoted FNQ architecture well. Bi-annual regional architecture conference. Pia conferences and events are useful.
Competitions
Knowing the right connection, word of mouth. sole operators so meet over coffee
Master Builders function, Institute of Architects annual dinner
More economic activity
Podcast that are interactive and teaching
Word of mouth
Film Photography TV Radio
I work within the zoo and parks
Network with clients who need your service
Social media online

There needs to be more Tropfest in Cairns to display our product. There is lack of opportunity here
To allow shop owners to make there shop front inviting such as using frontage outside the shop
We play a big part at the Cairns Show, Atherton Show and Malanda Show and CIAF
Weddings
Weddings. Sporting events.
Visual Arts
Designer markets
Local shows
Pop up galleries and invite people from all over Australia to show case their work
Semi-permanent Sydney
Sports events. Cairns is an active place and we have a lot of international events like the Ironman, MTB World Cup, Great Barrier Reef Marathon etc etc.
Tablelands Folk Festival
Word of mouth
Performing Arts
Big sound music con
Bring people through the studio and show them what I do to give them an insight of our work
Community assembly
Writing Publishing
Book fairs
Own promotions

4.3 Infrastructure

Question Q11 – “What public infrastructure do you believe is necessary or vital for the types of creative enterprise that you deal with?”

Table #21: Q11 – Public Infrastructure Important

Public Infrastructure	%
Performing Arts Centres	25%
Convention Centres	23%
Conference Venues	21%
Galleries	21%
Community Halls	21%
Public Art	21%
Local Data & Knowledge	21%
Recreation Parks & Gardens	21%
City Place	17%
Streetscapes	18%
Museums	13%
Libraries	11%

Most were seen as important with Libraries and Museums lowest.

Again, there was substantial variation between the different classification groups.

The following table gives responses by classification.

Table #22: Q11 – Public Infrastructure Important by Classification

	Built Environment		Film Photography TV Radio		Visual Arts		Performing Arts		Writing Publishing		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Conference Venues	7	10%	9	11%	5	6%	1	4%	2	20%	24	9%
Convention Centres	5	7%	12	15%	5	6%	2	8%	2	20%	26	10%
Performing Arts Venues	2	3%	7	9%	11	14%	7	28%	1	10%	28	11%
Galleries	5	7%	10	13%	8	10%	0	0%	1	10%	24	9%
Museums	3	4%	3	4%	8	10%	0	0%	1	10%	15	6%
Recreational Parks & Gardens	7	10%	7	9%	6	8%	2	8%	1	10%	13	9%
Libraries	6	9%	2	3%	2	3%	1	4%	1	10%	12	5%
Community Halls	6	9%	7	9%	5	6%	5	20%	0	0%	23	9%
City Place	6	9%	5	6%	7	9%	1	4%	0	0%	19	7%
Public Art	8	11%	6	8%	8	10%	2	8%	0	0%	24	9%
Streetscape	7	10%	7	9%	5	6%	1	4%	0	0%	20	8%
Local Data & Knowledge	8	11%	5	6%	7	9%	3	12%	1	10%	24	9%
Total	70	100%	80	100%	77	100%	25	100%	10	100%	262	100%

Conference Centres and Convention Centres were not seen as important for Visual Arts and Performing Arts

Respondents were asked if there was other public infrastructure important.

Table #23: Q11 – “Other” Public Infrastructure Important

Built Environment
Air and sea terminals
Locally meet and discuss ideas and trends at various places and people’s homes
Regionally based infrastructure and transport to it, not just city based
Studio Mango we all go to there for discussions..
Film Photography TV Radio
Better public transport to the local zoo and animal parks
Cooperatives artist use empty spaces
Foundation that develops good competent art skills and full freedom to express. Talent core of pure artists and workshops
Good network system
Local governments to acknowledge the \$100m wedding business and expand rather than reduce public space
School expansions
Studio, so lots of people can visit

Visual Arts
Better internet, better mobile coverage. Sustainable energy. Cairns could be a it pub. It is hot and computers have to be air conditioned. If it is powered by sustainable energy all the better
Better transport links air, road, train
Decent internet i deal mainly online
Hi speed broadband
Local printers
More advertising on council web page
More free entertainment gives artist a chance to perform.
None really are required for the graphic design services that i offer
Recommendations for a sound and film studio in cairns
Shop fronts
Shopping centres
Tagar, restaurants, shopping centres
Training facilities to support the creative industries
Wharf terminal
Performing Arts
More access for private enterprise to use Council venues,
Writing Publishing
Need tourists mostly accommodation for the tourists. People is what we need

In summary:

- Sea and air terminals/Better transport links
- Access to Council venues/Free street entertainment/Advertising Council webpage
- More networking opportunities
- Use of empty retail spaces
- Sound and film studio
- Shopping centres/restaurants
- Education/training expansion
- Studios to display

4.4 Indigenous Participation

Question Q12 – “How many Aboriginal/Torres Strait Island people are involved in your operations?”

Table #24: Q12 – Number of Aboriginal & Torres Strait Islanders Employed

No. Employed	No. of Respondents	(%)	Numbers Employed
1	8	(7%)	8
2	5	(4%)	10
4	2	(2%)	8
5	1	(1%)	5
Total	16	(14%)	31

Some 16 of the respondents (14%) employed ABTSI personnel with a total of 31, ie. 5.9% of total workforce recorded.

Table #25: Q12 – Number of Aboriginal & Torres Strait Islanders Employed by Classifications

Classifications	Numbers Employed
Building Environment	8
Film Photography TV Radio	8
Visual Arts	8
Performing Arts	3
Writing Publishing	4

Respondents were asked the positions they held.

Table #26: Q12 – Positions Held by ABTSI Employees

Artist contractors
Bookkeeping
Cashier /photographer
Editing
I have over time used them as assistants or learning
If the film is about indigenous hunting for example, then many are shown on camera
Musician
Office Manager
Performers
Producer
Sales, Admin, Journalism
Sub-consultants/sub-contractors
Sub-consultants in the Arts
Volunteer Visitor Information Officer
Volunteers
Wife is indigenous partner in business and sources artifacts all over Northern Territory

4.5 Advocacy

Appendix 5 gives actual responses to Question 13. The following table seeks to group and summarise.

Question Q13 – “Does your business/organisation/enterprise advocate or promote the unique cultural and creative values of the region?”, and if Yes, “How?”

Some 62 responded “Yes” with the following given about “How”.

Table #27: Q13 – Summary - How Promote Unique Values of the Region

Built Environment
Through the firm’s own designs, use of plants/cultural motives, etc.
Through working with development of cultural precincts, urban designers/planners, botanic gardens, etc.
Through influencing clients
Potential for Cairns as cultural hub for North and Pacific
Film Photography TV Radio
Through our works including tourism, Barrier Reef, landscapes, marine and wildlife
Media – local stories, art and cultural events, etc.
Depends on client
Radio working with Aboriginal and TI communities
Visual Arts
Depends on client/some jobs
Business works local themes
Sells local output/artists/history/exhibits
Work with schools
Performing Arts
Depends on event/client
Use local performers/promote locally produced music
Use local media/newsletters/promote brand FNQ
Writing Publishing
Through articles content in magazines/newspapers

4.6 Organisations

Question Q14 – “What networks or regional organisations already exist in your creative sector?” (Is there a local branch?)

“What benefits do they offer?”

“How might they be extended, locally organised or locally established?”

Appendix 6 gives recorded responses by classification.

The following table seeks to group and summarise.

Table #28: Q14 – Summary of Responses re Networks or Organisations Already Exist, What Value & How to Extend

Built Environment		Mentions
Existing Operators/Producers	Australian Institute of Architects (local committee)	5
	Building Design Association of Queensland	1
	Master Builders	1
	Cairns Landscape Industry Cluster	1
	Chamber of Commerce	1
	FNQ Reginal Organisations of Councils	1
	Planning Institute (local)	1
	Green Build Network	1
Value	Networking/Sharing ideas/Social interaction	8
	Professional development/Seminars	3
	Awards/Events/Open Houses	3
	Provide qualification/standard	3
	Information/Advisory/Technical resources	3
	Public education	1
How to Extend	Assistance from University/Council/Botanic Gardens	5
	Depends on extending contacts/activity of colleagues	2
	Expand into other regions/focus on tropics/overseas	1
	More forums	1
	Gaining more recognition of status (landscaping)	1
	Encourage professional standards (landscaping)	1
Note	By and large, architects are well organised but others are not. Networking and sharing ideas are seen to be a major benefit. Outside assistance to expand is seen to be important. Landscaping in particular is feeling a need for professional recognition.	
Film Photography TV Radio		
Existing Operators/Producers	Facebook/Online groups	3
	Cains Photographic Society	3
	Camera Club	2
	Australian institute of Professional Photographers	2
	Arts Nexus	1
	CIAF	1
	Women in Media TNQ	1
Value	Networking exchange ideas	8
	Combine to market interstate	1
	Help out if overbooked	1
	Workshops	1
How to Extend	Promotion in media	2
	Someone to organise/Get like-minded involved	2
	Workshops	1
	Government assistance to promote (weddings)	1
	Working in partnership with other organisations	1

Visual Arts		
Existing Operators/Producers	Chamber of Commerce	3
	Facebook/Online groups	2
	Too many groups	2
	Art Society	1
	Business Women	1
	Cairns Craft Elective Instagram	1
	Festival Cairns	1
	Art Shed Ravenshoe	1
	Art Galleries	1
Value	Networking/New ideas	6
	Advertising/Promotion	2
	Information	2
	Raise issues/support	2
	Share experience	1
	Get business skills	1
	Showcase local art	1
	Bring speakers up	1
How to Extend	Funding issues	1
	Attract more members	1
	Digital Marketing Conference	1
	Council Art Exhibition	1
	Need more business	1
	More public areas for street art	1
Performing Arts		
Existing Operators/Producers	APRA	
	REACH	
	Queensland Music Teachers Association	
	Pole sports Association	
Value	Only offering Brisbane not Cairns	
	Training spaces	
How to Extend	Open group to more members	2
	Youth Arts Festival	1
Writing & Publishing		
Existing Operators/Producers	Catchup for coffee	1
Value	Exchange ideas	1
How to Extend	We are too small	1

4.7 Promotional Opportunities

Question Q15 – “Can you identify any promotional opportunities with other creative enterprises that would benefit the region, its uniqueness and its values?”

Appendix 7 gives recorded responses by classification. The following table seeks to group and summarise the responses.

Table #29: Q15 – Summary - Identification of Joint Promotional Opportunities

Promotional Opportunities	No.
More festivals/Trade shows/Art festivals/Competitions	7
Garden festivals/Tropical Chelsea/Tropical landscape conferences	6
Photography input to other sectors	5
Tourism video/Gateways/Street performers/Tablelands/At conventions	5
Online/directories/Resources/Single sources	4
Organisations cooperate/coordinate/PIA/Architects/Arts Nexus/Chamber, etc.	4
Government support/Arts Queensland/Screen Queensland	3
Museum/Show local art/Tropical Indigenous/Streetwalks/Plaques	3
Promotional leaflets/Radio	2
Sound stage	2
Tropical Wedding Promos	1

4.8 Other Recommendations

Question Q16 – “Do you have any other recommendations to improve the operations of your part of the Creative Industries?”

Appendix 8 records responses by classification. The following seeks to group and summarise.

Table #30: Q16 – Summary - Other Recommendations

Other Recommendations	No.
Help organize/Promote/Local seminars/Forums/Exhibitions/Festivals/Workshops	7
Use locals talent/Interact with business	6
Electronic/Noticeboard/APP on galleries/Online galleries/CRC cultural network/Better communication infrastructure	5
More funding/Award prizes/Foundation for Arts/Educate about subsidies	5
More education/architecture degree/Photography/TAFE	4
Upgrade city streets/Better use of Council venues/Photography trail	4
Less on roads etc/More public transport/More on creative	3
More advertising in papers	3
Laws/Too many/Restricting live venues/Parking/Reality TV affecting demand for docos	3
More customers/Bring back film makers	3
Too much price competitive	2
Charges on photographers	1
Council gives good support	1
Change public/Government attitudes	1
More younger people involved	1

CULTURAL & CREATIVE BUSINESSES SURVEY

APPENDICES



APPENDIX 1 - List of Cultural & Creative Classifications

	1.Film, Television & Entertainment Software
Compass Research	Film and video production
Compass Research	Services to film and video production, ie. production services such as casting, set design, animation, special effects and post-production services such as editing
No Longer in Definition	Film and video distribution, ie. leasing or wholesaling of motion pictures
No Longer in Definition	Motion picture exhibition, including film festivals
Compass Research	Television and radio services, ie. production and broadcasting of television and radio programs
Compass Research	Electronic games and entertainment software writing and publishing, ie. interactive entertainment software used on personal computers, video game consoles, the internet and mobile devices
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)
	2.Writing, Publishing & Print Media
<i>CRC/JCU</i>	<i>Writing</i>
Compass Research	Book publishing and distribution
Compass Research	Newspaper and magazine printing, publishing and distribution
Compass Research	Other periodical and journal publishing and distribution
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)
	3.Music Composition & Production
<i>CRC/JCU</i>	<i>Music composition, bands and singer-songwriters</i>
<i>CRC/JCU</i>	<i>Music festival organisers</i>
Compass Research	Record labels and producers
Compass Research	Sound recording studios, lighting technicians and equipment suppliers
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)
	4.Architecture, Visual Arts & Design
Compass Research	Architects, Building Designers & landscape services
Compass Research	Urban design companies
Compass Research	Industrial design companies
<i>CRC/JCU</i>	<i>Visual artists including painting, sculpture, photography</i>
Compass Research	Commercial Photography
Compass Research	Other industries with a creative design element, ie interior design, fashion or furniture design
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)

APPENDIX 1 - List of Cultural & Creative Classifications Cont'd

	5. Advertising, Graphic Design & Marketing
Compass Research	Advertising services
Compass Research	Graphic designers/concept designers
Compass Research	Marketing firms
Compass Research	Commercial art and display services
Compass Research	Arts & Craft Suppliers
Compass Research	Galleries
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)

	6. Performing Arts
<i>CRC/JCU</i>	<i>Music and theatre productions</i>
<i>CRC/JCU</i>	<i>Creative arts</i>
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)
	Services to the arts
	Performing arts venues
<i>CRC/JCU</i>	<i>Education & training (Schools, TAFE, University)</i>
Compass Research	Education & training (Private)
CE	Tourism
<i>CRC/JCU</i>	<i>Non Tourism</i>

APPENDIX 2 - The Questionnaire



Cummings Economics has been asked by Cairns Regional Council in association with JCU & CQU to research and report on the:

Value & Future Development of
Cultural & Creative Activities in the Cairns Regional Community
November 2018 (J3200)

Cultural & Creative Industries: Include arts, entertainment, design.

[Click here for detailed list of definitions](#)

[Click here Cairns Regional Council Strategy for Culture & the Arts 2022](#)

Accuracy: If you find it difficult to give accurate figures, we would prefer a good estimate rather than no response.

Confidentiality: Your individual responses are treated as confidential and only go towards identifying the value of the sector and actions needed to promote its further development.

Contact: creative@cummings.net.au; (07) 4031 2970; PO Box 2148; Cairns, QLD, 4870.

To help us construct estimates of the importance of the sector, could you please supply the following information in relation to your business/activity in the **Far North Q'ld region**.

Part A: Value of Sector

1. Please select the sector & sub sector in which you operate (Multiples allowed)

- Film, Television & Entertainment Software
- Writing, Publishing & Print Media
- Music Composition & Production
- Architecture, Visual Arts & Design
- Marketing, Advertising, Graphic Design, Multimedia & Print
- Performing Arts

APPENDIX 2 - The Questionnaire Cont'd

2. Your Status

- Professional
- Pro/Am
- Amateur/Recreational

3. Number Employed (in Far North QLD, including owner)

Not in creative activities	In creative activities	
<input type="text"/>	<input type="text"/>	Full Time
<input type="text"/>	<input type="text"/>	Part Time
<input type="text"/>	<input type="text"/>	Subcontracted
0	0	Total

4. Location & Area Serviced

(Multiple selections allowed)

	Locations Areas serviced	
Cairns	<input type="checkbox"/>	<input type="checkbox"/>
Kuranda	<input type="checkbox"/>	<input type="checkbox"/>
Other Tablelands	<input type="checkbox"/>	<input type="checkbox"/>
Port Douglas/Mossman	<input type="checkbox"/>	<input type="checkbox"/>
Innisfail/Mission Beach/Tully	<input type="checkbox"/>	<input type="checkbox"/>
Gulf	<input type="checkbox"/>	<input type="checkbox"/>
Peninsula	<input type="checkbox"/>	<input type="checkbox"/>
Torres Strait	<input type="checkbox"/>	<input type="checkbox"/>
Other Northern Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Other Queensland	<input type="checkbox"/>	<input type="checkbox"/>
Interstate	<input type="checkbox"/>	<input type="checkbox"/>
Overseas	<input type="checkbox"/>	<input type="checkbox"/>

APPENDIX 2 - The Questionnaire Cont'd

5. Business Turnover Range (in Far North QLD)

- Nil
- Less than \$10,000
- \$10,000 - \$20,000
- \$20,000 - \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$200,000
- \$200,000 - \$500,000
- \$500,000 - \$1M
- \$1M - \$2M
- \$2M - \$5M
- \$5M - \$10M
- Over \$10M

6. Your Markets (for income) (Not all markets are applicable to everyone)

- %
- % Local residential
 - % Local commercial
 - % Local industrial
 - % Local government
 - % Rest of QLD
 - % Interstate
 - % Overseas
- 0 % Total = 100%

If Overseas selected, in what countries do you operate?

Max length 300 characters

If involved in tourism (for income) (Not all markets are applicable to everyone)

- % Business with local tourist operators
- % Tourism from QLD
- % Tourism form interstate
- % Tourism form overseas

APPENDIX 2 - The Questionnaire Cont'd

7. Your Organisation

- Freelance individual
- Local firm
- Local office of national/international organisation
- Other/specify

8. Overall how much do you expect your sector of the creative industries in Far North Q'ld to grow over the next 5 years?

- Decline
- No change
- Grow with population ie about 5% – 10%
- Grow by about 15% - 20%
- More Specify.

Part B: Actions to develop the Sector

To help the future development of the sector could you provide responses to the following questions.

Note: You can click here to access Cairns Regional Council Strategy for Culture & the Arts 2022 & 3 Main Priorities.

9. Can you identify any education, training or professional development pathways that allow entry or advancement in your field of the creative industries?

For Existing Operators/Producers:

Max length 750 characters

For Youth :

Max length 750 characters

APPENDIX 2 - The Questionnaire Cont'd

10. What current events contribute to the growth or promotion of the creative enterprise sector in which you operate?

(Multiple selections allowed)

- Conventions
- Conferences
- Trade Shows
- Industry Forums
- Corporate Functions
- Training Events
- Webinars
- Festivals
- Art Exhibitions
- Performing Arts Productions
- Music Events
- Screen Events

Other: Please specify any other events you feel contribute:

Max length 200 characters

11. What public infrastructure do you believe is necessary or vital for the types of creative enterprise that you deal with?

(Multiple selections allowed)

- Conference Venues
- Convention Centres
- Performing Arts Venues
- Galleries
- Museums
- Recreational Parks & Gardens
- Libraries
- Community Halls
- City Place
- Public Art
- Streetscape
- Local Data and Knowledge

Other: Please specify any other public infrastructure necessary:

Max length 200 characters

APPENDIX 2 - The Questionnaire Cont'd

12. How many Aboriginal/Torres Strait Island people are involved in your operations?

What roles/positions do they hold?

Max length 300 characters

13. Does your business / organisation / enterprise advocate or promote the unique cultural and creative values of the region?

- No
 Yes

14. What networks or regional organisations already exist in your creative sector? (Is there a local branch?)

Max length 300 characters

What benefits do they offer?

Max length 500 characters

How might they be extended, locally organised or locally established?

Max length 500 characters

APPENDIX 2 - The Questionnaire Cont'd

15. Can you identify any promotional opportunities with other creative enterprises that would benefit the region, its uniqueness and its values?

Max length 750 characters

16. Do you have any other recommendations to improve the operations of your part of the Creative Industries?

Max length 750 characters

For administrative data collection purposes only.

Below information separated from survey data

Name

Max length 100 characters

Business Name

Max length 100 characters

Phone Number

Max length 10 characters

Thank you very much for your time & contribution.

Your individual responses are treated strictly as confidential and only go towards identifying the value of the sector and actions needed to promote its further development.

Submit

APPENDIX 3 - Survey Approach Email/Letter



IMPORTANCE OF CULTURAL & CREATIVE ACTIVITIES TO THE CAIRNS REGIONAL COMMUNITY

Cummings Economics have been asked by Cairns Regional Council in association with James Cook University (JCU) and Central Queensland University (CQU) to research and report on:

- The importance of the cultural and creative activities in the Cairns regional economy;
- What might be done to promote the sector's development.

We would be grateful if you could provide your input by completing the on-line confidential questionnaire.

In any event, one of our staff will contact you by telephone to provide an opportunity to respond over the telephone.

If you have any queries do not hesitate to contact Cummings Economics on (07) 4031 2970; creative@cummings.net.au or Lesley Buckley at Cairns Regional Council on (07) 4032 6651.

[Questionnaire](#)

Regards

Andrew Cummings
Operations

Website: [Cummings Economics](#)
Phone: (07) 40 312 970
Email: creative@compassresearch.net.au

APPENDIX 4 – Question 9 Responses

Education & Training

“Can you identify any education, training or professional development pathways that allow entry or advancement in your field of creative industries?”

<u>Existing Operators/Producers</u>	
Built Environment	• All need a university degree in Interior Design
	• Architects work as place-makers but can also contribute/curate exhibitions and competitions
	• Continuing Professional Development (CPD) is important for professionals. CPD sessions offered to people living in FNQ are far less than for people living in capital cities.
	• CQU do courses for building design
	• Curtin Uni WA
	• Do a course in town planning
	• Experience and hands on. No special pathway. Young ones not interested
	• Hands on horticulture certificate through TAFE
	• Horticultural degree, tropical design course
	• JCU courses and degree, technical officer training by local councils
	• Leave region for education, high school, no local autocad, arkiCAD, revit training, in house teaching
	• Like to work outdoors and hard work need horticultural knowledge
	• Nothing is supplied locally to develop or promote any good locally based landscape design works
	• Undergraduate and post graduate degrees in Architecture are desperately required in Cairns. Neither JCU nor CDU have graduates with the qualifications that we need in our industry. We advertise in Brisbane, Melbourne and Darwin for staff.
	• University degree, great portfolio, good contacts
	Film Photography TV Radio
• Arts degree, university degree	
• Basic skills and lots of experience	
• Communication skills, camera and hard work .you do need an education .not necessary university	
• Diploma photography, general art	
• Electrician, IT courses or degrees	
• Fine Arts degree,	
• Get in with a professional to train and learn on the job	
• Join the Australian Institute of Professional Photographers	
• No advice. You just have to have a creative mind and grit to follow it through – no need for university	
• No.! - the more we get - the less work there'll be! And at a cheaper price	
• People skills, well trained people. Train on the job and retail skill	
• Photography course at TAFE	
• Photography course but need a very strong passion and a strong will to succeed	
• There are plenty of education opportunities for Film, however I feel that the majority of them are a waste of time/money.	
• Training and professional development offered in house, online & face to face	
• Uni film and media,	
• University, arts degree	
• University and TAFE. not much support after that	
• University degree in Arts. Communication and business course	
• University scientific photography.	

	<ul style="list-style-type: none"> • Virtually no advancement possible as reality films have pushed docos out, therefore future in docos bleak for youth and beginners as below. • We will be looking at working closely with TAFE to provide a certificate III in Radio to encourage more people to get into the radio industry.
Visual Arts	<ul style="list-style-type: none"> • An online or 'open to local submissions' gallery to offer art for sale in a tourist location. Such as the Esplanade With a North Queensland theme. A community project with little expense to the local artists • B Arts, cultural arts, • Bachelor of creative industries • Can learn on the job • Digital Marketing skills • Diploma of website development. Cert 3 graphic design • Experience. Business course. .art degree look professional if you want to be professional graphic design • Graphic design • Graphic design / apprenticeships • Graphic design and business economics • Graphic design, wed development. • Have retail knowledge .money handling communication skills • It would help to have an accreditation system like most other industry so that only trained and qualified designers with degrees can call themselves graphic designers and operate commercially (like electricians, doctors, etc etc.) There is no other industry to my knowledge where you can just self title yourself and start a business, apart from lawn-mowing, but also obtain an expensive University degree without having any real usage or purpose of it. • JCU graphic and design short courses • Must be very driven and creative self-taught. It has to come from within. No course teaches you that • No, there is not really anything like this on offer for my industry (graphic design/web design). • On-line TAFE, Uni courses • Previous experience. Must be very creative themselves, communication skills, • There is no proper education for IT and design services outside of university degrees that teach more theory and less practical application. • Song writing retreats. JCU Creative Industries • Study fashion. University degree in art design • There is no training available anymore. I did ticket writing courses(3years), calligraphy (3 years) signwriting(1year) and a 3-week certificate course in chalk art. The 3-week course would have done me any good without the ability to be able to and the previous experience with the other 3. Maybe online • Tourism, Visitor Information, Customer Service • Trade equivalency exams through a registered RTO. Degree, or certificate course in fine art, or graphic arts. Much of this has changed since I did my training. • Uni • Uni grads are not well prepared with on the job experience • University Art degree • University courses • University degree in design • University. Commercial arts • Visual arts & fashion

Performing Arts	• Arts ready, TYC Creative Pathways program
	• Assistance with Networking, Training, Event Space and possible funding
	• Bachelor of creative industries
	• Event management course
	• Music schools
	• Teacher Training Programs in dance, flexibility & aerial arts. Professional Development Workshops with touring artists.
	• Tertiary studies, and on-going education
Writing Publishing	• Work experience is a pathway. Very inquisitive and interested in new ideas aptitude for music production
	• Degree in arts English journalism
	• No but there is a need locally advancement in training for digital marketing
	• University, TAFE, writing skills

For Youth	
Built Environment	• An education need is for James Cook University in Cairns to offer degrees in architecture. Currently, students in Qld need to be in Brisbane or the gold coast to study architecture.
	• Conventions
	• Design and/architecture course at local university focused on tropical design
	• Landscape is taught as a trade not a design discipline unfortunately
	• Must have a passion and drive physically fit and university degree
	• Need to do a TAFE course in interior design
	• Need to go through university
	• TAFE and CQU offer building design undergraduate programmes. Curtin Uni wa.
	• TAFE, UNI
	• We cater for work-place internships
	• We have a program that we mentor interested youth who would like to enter in this field
	• We would like to target the remote communities throughout cairns and cape york to provide training and on the job training in radio announcing.
	• Work experience & interns - students studying journalism. We also have a cadet
	• Youth just not interested in hands on work
Film Photography TV Radio	• Conventions
	• Get out and join a photography group
	• Interest in photography to start, then study photography,
	• I'd to offer youth some photography classes during holidays etc.
	• Join the Australian Institute of Professional Photographers
	• Know someone who can give you work experience TAFE course and university
	• Media course. The only thing is there will be no jobs
	• Needs to be passionate and be prepared to take any opportunity Do photography at school and go from there
	• Photography studies at
	• Recommend not to do no jobs
	• Study photography, communication skills
	• Study photography at school and enter festivals
	• TAFE, Uni
	• The youth of today don't have creative minds which is needed. They can't learn it, it has to come from within

	<ul style="list-style-type: none"> • There is no money or career in photography here • They must be very passionate and have a will to be better than anyone else and then go on to do a photography course • They need to be creative. Free thinking passionate love drawing.if they have these qualities then go ahead and do a fine arts degree • University studies • We would like to target the remote communities throughout Cairns and Cape York to provide training and on the job training in radio announcing • Work experience and interns – students studying journalism. We also have a cadet • Work experience in money handling & retail. It is the only way in a business like mine.
Visual Arts	<ul style="list-style-type: none"> • Art as a subject. Work experience • Become a dentist. Your first year graduate average salary is that of an experienced graphic designer with more than 10 years under the belt. • Become a trainee at a established company to see how things are done. Prevocational course at TAFE (if possible). University course in graphic and media design (may be named slightly differently) • Computer training • Creativity a must and to be very driven in what they want • Do well at school work experience • Have an interest in IT and websites. Plenty of reading on web design • Internships are a great way of educating school base/uni based students the realities of a design agency. • Need a portfolio of their work • Online courses • Really need to do visual arts & keep practicing graphic design communication skills • Training – in-house training - business and fashion then go on to university • Uni • Uni, graphic design, multi media • Uni, TAFE • University courses • Work experience in retail and money handling • Work experience. Communication, diploma of marketing which can be done online • Year 12 level, communication skills, attitude and problem solving • Year 12 then apprenticeship sign writing
Performing Arts	<ul style="list-style-type: none"> • Should approach work studios for work experience • Start at school, music lessons or private tuition, music, theatre • TAFE • TAFE courses • We have been working on a festival called platform for young people 12yrs - 25yrs. We aim to further connect with local and state gov to make a further impact on creative pathways in FNQ which seems to be gaining momentum.
Writing Publishing	<ul style="list-style-type: none"> • Conventions • Very strong writing skill and a love for words and communication • Work experience while still at school

APPENDIX 5 – Question 13 Responses

Q13 – How does your business/organisation/enterprise advocate or promote the unique cultural and creative values of the region?

Built Environment	Advocating directly with clients will sometimes occur
	Build culture precinct - Ararah St. Work a lot with Kuranda. Urban designers
	Grow tropical native plants and ideas from indigenous people
	Our logo is the Blackbean and our business is anchored in the tropics and Indigenous cultural respect. We are known nationally for our design methodologies that celebrate cross-cultural practice.
	Some of our building designs reflect unique characteristics of Tropical Queensland.
	Through implementation of the planning scheme and guiding good development
	Through your design, using local people instead of southern architects who understand the climate
	Try to create unique designs with the customer
	Using localized plants and designs for the tropics
	We promote the use of local flora and cultural heritage via volunteer work with the Mossman Botanic Garden project, with the Eastern Kuku Yalanji, and local art based groups.
	We see great potential in Cairns becoming the arts and cultural hub of NQ and the Pacific
Film Photography TV Radio	All my work is local. We live in the most beautiful part of the country
	Always promoting Cairns and its beauty
	Depends on client
	Especially working with tourism
	Filming docs of the Great Barrier Reef
	Depends on clients
	Depends on events
	Do a lot of work with schools
	I sincerely hope so. That is what it is all about
	I take photos of the beautiful landscapes which are unique to Cairns
	Installers, locality
	Landscape photo of Cairns is promoting uniqueness
	Landscapes, always promoting Cairns
	Local culture and creative values can be expressed through films
	My films cover marine life, wild life, indigenous people, exploring, adventure, all in FNQ
	My photography includes a lot of Cairns cultural subjects and tropical style as well as media
	Reporting on all of Cairns news and surroundings
	Shoot a lot of Cairns - promoting Cairns
	The aim for diversity in all our stories. We actively promote local art and culture in all its forms
	Through films. Have made an album with 300 picture for people to select
Through the creation of content	
Tropical back drops	
We provide cultural community services announcements and provide information to remote communities to keep everyone updated.	
We take advantage of our lovely surroundings which is very unique in our art work	

	When needed
	Works with Traditional Owners and Aboriginal and TI clients
Visual Art	All local artists supply our shop
	All our work is local so it is unique to Cairns
	Do a lot of work with schools
	It/Depends on clients x 4
	Involved in markets which involve local artists
	Landscapes of the local region
	Some jobs reflect region
	Sponsorship
	Through clients
	Through exhibits
	We are a Visitor Information Centre and Historical Museum
	We encourage our artists to present and promote in pathways that we know can encourage sales and brand their name for their own unique style. We also work with a few communities in our area.
	Work with cultural organizations to deliver their product requirements
	Working with local businesses that provide regional food and art.
Yes painted the Kuranda train	
Performing Arts	Depends on events
	Performers
	We are very thankful to live in this Tropical Australian Paradise and consider ourselves Mermaid Guardians of the GBR. We support many local organisations such as Reefteach and take every opportunity to encourage creative development which showcases our unique region and reef safe practices.
	We promote locally produced music.
	We promote the 'brand FNQ' in our own way wherever possible, to contribute to the overall perception of the region.
	Write songs of life in this environment
Writing Publishing	Articles / Awareness
	Last edition is very diverse and unique to Cairns
	Oasis magazine focused strongly on the creative offerings of FNQ
	Via social media, e-newsletters
	We have represented in our magazines editorial highlighting the cultural and creative values of the region along with other indigenous tourist operators marketing their businesses.

APPENDIX 6 – Question 14 Responses

Q14 – What Networks or Organisations Already Exist in your creative sector (are there local branches)?

What benefits to they bring? How might they be extended, locally organised or locally established?

Local Networks or Organisations that Already Exist	
Built Environment	<ul style="list-style-type: none"> • Australian Institute of Architects - yes
	<ul style="list-style-type: none"> • Australian Institute of Architects - yes local committee, Blakitecture - no, Melbourne based, Parlour, no- Melbourne based
	<ul style="list-style-type: none"> • BDAQ who represent individual building designers
	<ul style="list-style-type: none"> • Chamber of Commerce
	<ul style="list-style-type: none"> • CLIC Cairns Landscape Industries Cluster which is relatively inactive at the moment.
	<ul style="list-style-type: none"> • Facebook between members they get sent emails
	<ul style="list-style-type: none"> • Far North Queensland Region of Councils
	<ul style="list-style-type: none"> • Local area committee of the Royal Australian Institute of Architects.
	<ul style="list-style-type: none"> • Local branch of the Institute of Architects, TUDLab, Green Building Network
	<ul style="list-style-type: none"> • Local planning institute
	<ul style="list-style-type: none"> • Locally meet and discuss ideas and trends at various places and people’s homes nurseries, agricultural centres, horticulturalist
	<ul style="list-style-type: none"> • Master Builders, Institute of Architects
	<ul style="list-style-type: none"> • Perso Townsville and Cairns chat work with planners
	Film Photography RV Radio
<ul style="list-style-type: none"> • Cairns Photographic Society x 3 	
<ul style="list-style-type: none"> • Camera Club in the city 	
<ul style="list-style-type: none"> • Facebook group 	
<ul style="list-style-type: none"> • Facebook. Art Nexus 	
<ul style="list-style-type: none"> • Individual 	
<ul style="list-style-type: none"> • Industry association 	
<ul style="list-style-type: none"> • None that are very useful 	
<ul style="list-style-type: none"> • Nothing I am aware of 	
<ul style="list-style-type: none"> • NQ AIPP 	
<ul style="list-style-type: none"> • NRL, Community of Housing, Department of Education & Training, Cape York AFL House, CIAF 	
<ul style="list-style-type: none"> • Online interest groups 	
<ul style="list-style-type: none"> • Online photography forums. I am involved with one on Facebook. 	
<ul style="list-style-type: none"> • Organising groups to discuss new ideas and innovations 	
<ul style="list-style-type: none"> • Photographers clubs 	
<ul style="list-style-type: none"> • SBS NI TV 	
<ul style="list-style-type: none"> • Women in media FNQ in Cairns, we connect with many other networks and regional organisations 	
Visual Arts	<ul style="list-style-type: none"> • Art Society
	<ul style="list-style-type: none"> • B and I
	<ul style="list-style-type: none"> • Business Women’s Club, Chamber of Commerce
	<ul style="list-style-type: none"> • Cairns Business Women’s Association

	<ul style="list-style-type: none"> • Cairns craft selective on Instagram • Chamber of Commerce Cairns x 2 • Chambers of Commerce x 2 • Festival Cairns • None that I am aware of maybe Facebook • Small business meetings • The Art Shed Ravenshoe • There are multiple cliques around Cairns that offer paid memberships. • There are several graphic designers in Cairns • Too many to list • We have private and public enterprises referring to galleries and public art galleries
Performing Arts	<ul style="list-style-type: none"> • APRA • Festival Cairns • Pole Play Studios, Pole Fitness Cairns, The Australian Pole Sport Federation • Qld Music Teachers Association • REACH
Writing Publishing	<p>Catch up for coffee and exchange views and help</p> <ul style="list-style-type: none"> • None that I am aware of, maybe Facebook • Online interest groups

What Benefits Do They Bring	
Built Environment	<ul style="list-style-type: none"> • Collaboration between Councils in the region, a voice for FNQ down south • Continuing professional development. open house days. collaboration and networking with other disciplines such as engineers. architectural awards. advisory and technical resources. • CPD events, rigorous ideas discussion, collegiate events and get togethers, public education on architecture and design • Don't think it helps • Exchange ideas, communication which is very important • Experiences of others craft ie stonework, paving, planning grants • Like minded businesses, social interaction, support. • Masters Builders - building contract makes sure builders are qualified. Institute provide guidelines web portal with information on building materials in terms of standards and classifications • Membership, networking, professional development • New ideas, visual graphics • Professional standards however little in cultural and creative value you speak of. • They run seminars and give information
Film Photography RV Radio	<ul style="list-style-type: none"> • A combined voice and regional marketing to interstate customers • Exchange ideas. help out each other if over booked • Free network, talking to other people • Ideas, support, networking opportunities • Looking at new ideas and meeting like-minded people

	<ul style="list-style-type: none"> • Meet like-minded people • Meet like-minded people and look at new ideas • Meet like-minded people and new ideas • Networking • New ideas, bring out the creativeness in people • None as they are based in Townsville • Nothing what so ever • Recommendations, share experience, stories and give help with photography problems. • Talking with like-minded people, new ideas • Televising explaining cultures (Remote Aboriginal Media) • Training, feedback, information on how the industry is performing in Australia • We service their needs by promoting their local & national programs, campaigns, workshops etc.
Visual Arts	<p>Benefits</p> <ul style="list-style-type: none"> • Advertising and information • Bringing speakers up and informing us • Business networking • Exchange of ideas and new clients • Getting new ideas also workshops • Learning new ideas • Meeting other business people • Networking • New ideas, solving problems • No benefits as they are older people and are quite happy not to expand • Opportunity to showcase our local arts and crafts. Raise awareness on a variety of different life issues and cultures • Peer support • Promoting cultural life for indigenous peoples • Provide business skills, inspiration and support • They seem to offer exclusive access to members of each sector
Performing Arts	<ul style="list-style-type: none"> • Connection • Only offering things in Brisbane, nothing in Cairns, workshops only in Brisbane • Training spaces and soon a national pole sport championship!
Writing Publishing	<ul style="list-style-type: none"> • Help and ideas • Networking

How might they be extended, locally organised or locally established?	
Built Environment	<ul style="list-style-type: none"> • Academic working on promoting .better to do planning in office not at university • Depends on delegated activities from Brisbane and depends on participation of local colleagues • Expanded into other regions with focus on Tropics and regional focussed development/ Pacific • Learning institutes, botanical gardens get involved with training courses and knowledge of

	<ul style="list-style-type: none"> Local cyclical support and funding for events would assist. They also need committed leadership which is lacking. Make contact with such professional organisations, make contact with local design professionals. More forums to promote and display what we are about Network through Council Town Planning Through support and recognition of Landscape as a trained and proper art form not just a trade. Councils/organisations need to recognize the value of landscape as an ongoing asset not a temporary 'clean up". For example the poor state of the landscape at JCU does nothing to promote Botany or insightful Urban Planning. Councils need to recognise the value of local landscape/gardening skills and help protect the industry from untrained and poor quality workmanship which diminishes the value of work
Film Photography RV Radio	<ul style="list-style-type: none"> By a local professional photography taking on the role to organise such things By promotion in local media outlets Everything is on Instagram Just getting like-minded people More channels sensitive to the region Photographic workshops where every day can drop in and experiment Providing a foundation to work with us and harvest the creativity The wedding industry has never been taken seriously enough in the region. Other parts of Qld have government assistance to bring thousand more visitors via weddings With better resourcing Working in partner with more local and communities organisations or businesses
Visual Arts	<ul style="list-style-type: none"> Council run art exhibitions Funding is always an issue sin the region and local community support Have a special organized group of retailers for gift shops Make some digital marketing conferences/bodies, funding for local businesses More businesses in Cairns will mean more work for graphic designers More public areas for street artists to grow and or perform, with centres to find education in their field of creative arts on a professional level Shared office space with other graphic designers. so you can share costs , not work by yourself and exchange ideas and clients To be honest, not too sure. I don't really attend many of these networking events. Unsure. I like it the way it is at this stage . It's a private group. We should open the group so new members can join.
Performing Arts	<ul style="list-style-type: none"> Have a youth arts festival 12yrs - 18yrs for our region. Partnering with all youth arts orgs in region. More entertainment venues for small mid-sized productions. Funding for a large training facility. They are mainly interested only Brisbane..offering free membership in Brisbane to attract more people
Writing Publishing	<ul style="list-style-type: none"> We are too small a group

APPENDIX 7 – Question 15 Responses

Promotional Opportunities

Q15 – Can you identify any promotional opportunities with other creative enterprises that would benefit the region, its uniqueness and its values?

Built Environment	<ul style="list-style-type: none"> • An indigenous museum or museum of the Tropics
	<ul style="list-style-type: none"> • Art food & Gardens work well together. A regional Garden Festival combining creative industries including urban planning. An open garden scheme for the region supported by all local Councils? Biannual Tropical landscape conference for the Asia Pacific region
	<ul style="list-style-type: none"> • Cairns Post will put a small piece in the paper for awards given out
	<ul style="list-style-type: none"> • Chamber of Commerce, Advance Cairns to promote local industries
	<ul style="list-style-type: none"> • Could there be a single resource listing of local organisations in creative industries
	<ul style="list-style-type: none"> • Garden shows and other landscapers
	<ul style="list-style-type: none"> • Hire locals to plan not people coming from Melbourne or Brisbane who don't understand tropics
	<ul style="list-style-type: none"> • Nurseries
	<ul style="list-style-type: none"> • PIA (Planning Institute of Australia) and Architecture collaboration. Artist and architects collaboration on the creation of temporary public structures for a festival.
	<ul style="list-style-type: none"> • Planning Institute of Australia
	<ul style="list-style-type: none"> • Promote especially by pham and radio
	<ul style="list-style-type: none"> • Promotional leaflets and plaques would increase locals' knowledge and their feeling of belonging to Cairns - that is leaflets or books for self-guided walking tours, and plaques on city buildings. Where these occur in other cities it can generate pride in a place.
	<ul style="list-style-type: none"> • Run more seminars and exchange ideas
	<ul style="list-style-type: none"> • We could have a mini Tropical Chelsea (UK) style shows and Cairns Council could get involved
Film Photography RV Radio	<ul style="list-style-type: none"> • A Tropical Australian Wedding promotion in capital city expos and magazines. A modest investment of \$50k by government would bring millions more to the region. We have the data to support this.
	<ul style="list-style-type: none"> • Any artist who require photography for their work to be displayed
	<ul style="list-style-type: none"> • Arts Nexus would be good
	<ul style="list-style-type: none"> • Film industry usually requires photographic input
	<ul style="list-style-type: none"> • I already share with another creative person (photographer)
	<ul style="list-style-type: none"> • Love the Murals. Art festival good for all
	<ul style="list-style-type: none"> • Museum should show art of locals' works
	<ul style="list-style-type: none"> • No because unfortunately nobody has any money and Photography has been down graded
	<ul style="list-style-type: none"> • Photographer would go well with my type of work
	<ul style="list-style-type: none"> • Promotion of region as a destination
	<ul style="list-style-type: none"> • Screen Queensland could promote the FNQ region for film settings. They currently invest heavily in the Gold Coast and Brisbane
	<ul style="list-style-type: none"> • Sound stage theatrical
	<ul style="list-style-type: none"> • Tourism. Video
	<ul style="list-style-type: none"> • We aim to support local creative enterprises in our daily programs
	<ul style="list-style-type: none"> • We are always working with other artists if they require us to photograph their work

Visual Arts	<ul style="list-style-type: none"> • Art competitions
	<ul style="list-style-type: none"> • Cairns is a tropical wonderland of culture, we could be offering our local tourism a larger taste of our unique culture with arts. Tropical greetings at our airports and shipping spaces to set the mood of our rainforest and reef lifestyle, adding professional street artists/poets/musicians etc. Or at higher level of performers free for the public on Friday nights. This is an exciting way for tourists to have a closer feel of our community and to then feel a desire to keep searching our city for more opportunity to visit our local attractions.
	<ul style="list-style-type: none"> • I believe that there is too strong of a focus on a cash strapped tourism market. Creative industries need to focus on building Cairns businesses up in other sectors such as radio, video and podcasting movie sound studio.
	<ul style="list-style-type: none"> • Movie sound studio
	<ul style="list-style-type: none"> • Need an online directory. work closely with local people and schools which show our uniqueness
	<ul style="list-style-type: none"> • Not sure
	<ul style="list-style-type: none"> • On line resource
	<ul style="list-style-type: none"> • Special websites promoting local drives eg. The Great Greenway and the Gulf-Savannah Way. Break the Cairns operators' monopoly on tourism. Make websites that promote and sell local art and goods.
	<ul style="list-style-type: none"> • Street artists
	<ul style="list-style-type: none"> • Support form government. My business involves several creative enterprises such as tourism
	<ul style="list-style-type: none"> • Tjapukai Indigenous artwork
	<ul style="list-style-type: none"> • Tourism. Bring more people to Tablelands
	<ul style="list-style-type: none"> • Townsville has an Art competition with a \$10,000 prize for Art to be displayed in the city. Cairns Regional Council should offer an Art photography competition for the local photographers to show case the area. Perhaps the winning photos can be auctioned off?
	<ul style="list-style-type: none"> • Trade shows where business can showcase their products and services may mean they require graphic design work completed to participate in the show.
Performing Arts	<ul style="list-style-type: none"> • More festivals and open-air events
	<ul style="list-style-type: none"> • Too many people will have different agendas - wouldn't work
	<ul style="list-style-type: none"> • The inaugural Australian Pole Sports Championships being held in Cairns in July 2019. Produced by the Australian branch of the International Pole Sports Federation which is the organisation which is half way through the process to have pole sports included in the Olympic Games.
Writing Publishing	<ul style="list-style-type: none"> • Arts Qld could help grants
	<ul style="list-style-type: none"> • Photographers working with large tourist organization

APPENDIX 8 – Question 16 Responses

Q16 – Do you have any other Recommendations to improve the operations of your part of the Creative Industries?

<p>Built Environment</p>	<ul style="list-style-type: none"> • Archicad & Rivit, no support in Cairns closest is in Brisbane, • Cairns City Council should be encouraged to extend upgrading of city streets. Bank Lane should be upgraded. Fine looking streets enhance fine looking buildings and encourage finer qualities of life and better behavior • Could have more advertising in the Cairns Post and other local papers • Funding - less on roads and bike tracks...more available for creative work like ours stop the sprawl - making spaces for people not concrete and bitumen • Greater collaboration with planning/urban design/artists, locally • In-house web design, great photo portfolio, writing skills seminars and forum. • JCU or CDU to embed an undergraduate architecture degree in Cairns, or a masters of architecture. NOT urban design or building design. These things are different to architecture. The new urban design masters is useful, but I can't give an urban designer a job in my small practice. I can only employ them as a sub-consultant. • Just listen to your client • Other creative sectors would be architects getting involved • Procurement could be better improved by the Council • Put more money into TAFE Colleges and have design showings • Recognition of local practitioners who are suitable qualified in their creative industry • Stop spending billions on roads that ultimately just fill up with heat producing cars. Build attractive and effective public transport nodes where activity nodes can be established and the urban sprawl reduced. Get people out of the car.
<p>Film Photography RV Radio</p>	<ul style="list-style-type: none"> • As I said they need to start a foundation that has the artists creativity at heart • Bring people in who are budding entrepreneurs to help. Intense course on commercial in photography and come out with a degree with in a year. There is no support here for photographers unless weddings. The locals don't even support us • Cairns Council have great support for creative industries • It is a very mature industry that has its act together – just needs help • Local companies should have priority when it comes to tenders and quotes. a lot of companies pretend to be local such as have a post office box address but are interstate. • More customers • More education about subsidies • More exhibitions • More films made up here - encourage to bring back filmmakers • More support from government, Screen Queensland • Needs a younger person who has passion and revue all aspects of the sector • Photography trails such as food trails .the esplanade is the most unutilized space. Could have great art shows and creative interaction with people • Stop trying to charge photographers permits for photography in public places, for most photographers are amateurs & it is their second job (they don't pay for permits). All they do is muddy the waters for the professionals who need photography to earn a living & pay their bills which is quite the challenge in this

	<p>day & age. Try & promote the industry as something of value & not just something that anyone can do with a mobile phone.</p> <ul style="list-style-type: none"> • The problem is national, the collapse of nature docs. The Gov imposed a quota that each network had to put in primetime 20 hours a year of docs. That sounds good and did work until about 12 years ago the smarter network chiefs convinced the Gov that certain reality shows were docs which they were not, and they did not have to buy local docs anymore. • We will continue to inform and entertain with accurate and engaging stories.
Visual Arts	<ul style="list-style-type: none"> • Advertising television • Better promotion of Cairns as a business sector. • Cairns creative industries would greatly benefit from a boost in design rates. There is too much undercutting to warrant a significant growth for smaller companies and freelancers. It is also grooming all our potential clientele that they can find better deals elsewhere. • Communication with other people and businesses • Funding available and people helping to change their attitudes about art and culture starting with council and all tiers of govt. spend time on education about arts • I'm not aware if there is an APP for Cairns small businesses to connect with, for tourism to see other opportunities to view galleries outside of our local CBD area. This would be a great site. • More Commercial & Industrial Industries • More funding for education of clients so local operators don't have to fight against ignorance of their profession esp. in digital marketing break myths around how google works. More initiatives like ASBAS. Proof locals against outside companies ripping them off. Improve local communications infrastructure. Cairns could be an IT hub if it had better internet and mobile coverage. Put pressure on Telstra and State government to invest in FNQ and not be an afterthought. • People are working from home who are under cutting our prices they need accreditation • Perhaps an online gallery for all Cairns artists to upload their work to sell . A community gallery with financial gain. • Southern quilting teacher. • Street parties near our shop not just on the Esplanade • They need to use local talent instead of looking down south. Business, Council and organisations should use local talent – we have plenty • The Council should allow the streets to be inviting like Pt Douglas the streets in Cairns are too sterile. The Council have been very negative against retailers and the policies need to change • Too many laws. Have to pay \$5000 every three years plus insurances which are far too expensive
Performing Arts	<ul style="list-style-type: none"> • Cairns Regional Council need to develop its own cultural network, and support local creative industries more. • Council has pandered people that move into town and complain about loud sound for live music in pubs and club. • It is too hard for venues to put on live music, reinstate law that mysteriously vanished once pokies were established that any venue with poker machines must have a live music component. Before the poker machines the town was vibrant with live music. Remove parking fees around live venues, make use of existing rail (Cane Trains?) infrastructure to get people in outer suburbs in to town for music events. • More festivals, promoting local artists. cairns on a folk, workshops. better liaisons venues. performance artists to promote the region.

	<ul style="list-style-type: none"> • More flexibility with Council venues, Better working relationship with the Council, more diversity in event and artists.
	<ul style="list-style-type: none"> • New electronic notice boards in schools
	<ul style="list-style-type: none"> • Opening up the studio to filter people through so they can see the operation. Would need a grant to help fund the time to work with people
	<ul style="list-style-type: none"> • Operational funding opportunities from Council as the Gold Coast do. Annual Arts and Culture Awards for our region like the Matilda Awards in Brisbane. We used to have Cairns Post HIT awards.
	<ul style="list-style-type: none"> • Support local artists!
Writing Publishing	<ul style="list-style-type: none"> • Better transport. Not too much roadwork in CBD
	<ul style="list-style-type: none"> • Tropical writers book fest helps