Guide to content for Growth State Sector Strategies

The Creative Industries team in Department for Innovation and Skills has prepared this guide to support the development of Sector Strategies. Creative industries have been identified in the Growth State: our plan for prosperity, the South Australian Government’s plan for economic growth, as one of nine growth areas based on factors including comparative advantage and the potential to drive investment and export.

The Creative Industries team is currently engaging with industry to understand what they need to grow as they develop specific strategies for their respective sectors. Each sector strategy is developed, owned and endorsed by industry. The development of sector strategies is a comprehensive process designed to identify the issues and roadblocks that are most impacting growth.

When industry-led sector strategies have been developed, the Government will work with industry to integrate the elements of these strategies that drive growth into an overarching Creative Industries Strategy, to be released in July 2020.

Format for Sector Strategies
The format for sector strategies will differ depending on the unique characteristics of each sector, however below are some suggested headings that you may wish to include, and underneath these are some questions you may wish to consider.

It may also help if you think of the elements of the strategy in terms of a continuum - from education, training and workforce development, right through to the lifecycle of a business - from starting up and commercialisation through to scaling up, trade and export. And of course, it should also consider the question ‘what are we going to do about it?’ – ie. a plan for growth that incorporates proposed actions from industry, government and other stakeholders.

Note that the potential for growth relates as much to artists and creative practitioners as it does to commercial businesses (we have used the word ‘stakeholders’ below).

Current landscape, capabilities and structure
A current ‘state of play’ for the sector that identifies structure, stakeholders, unique value proposition etc.

- What are the unique characteristics of your sector?
- Who are the key stakeholders? Are they mostly individuals or companies?
- What are the capabilities of the sector?
- Does your sector have a peak body or industry representative? (and if doesn’t, should it?)
- Does the sector bring cultural benefits to the state? Is it a key part of the identity of SA, that helps project our values and influence on the global stage?
• Does it drive inbound tourism?
• Where are key stakeholders located - are they mainly in the CBD or across the state? Are there geographical clusters, and if so, where?
• Can all elements of the supply chain be accessed in South Australia, or do stakeholders need to go interstate or overseas to access products and services?
• Is the sector supported by dedicated infrastructure and / or anchor institutions? (For example, co-working spaces, creative hubs or cultural organisations).
• What regionally-based infrastructure could be used more effectively to support the growth of local creative industries?
• Where in Australia should we look to for examples of best practice? What about internationally?

Education and training
• Do parents generally consider careers in your sector to be good career paths for their children, or would there be benefits from improved understanding of the sector among students, parents and teachers?
• What about tertiary education providers? Are there appropriate university and vocational education and training (VET) courses in place?
• What additional skills or training pathways would benefit your industry? For example, is there a need for business skills or mentorship opportunities?
• What are the future needs of the workforce, and is there enough focus on developing and building the right mix of skills?

Commercialisation, innovation and intellectual property (IP) development
• How innovative is your sector, and what are the drivers of this?
• What new technologies are driving growth? Are stakeholders in South Australia well-positioned to take advantage of these technologies?
• What emerging technologies and innovations do you believe will grow globally over the next 10 years?
• What about research - are there barriers to creative businesses taking up R&D funding and research partnerships?

Business growth
• Is your sector able to access suitable finance or private sector capital to support growth? Do investors and financiers understand the growth opportunities that your sector offers?
• What are the barriers to growth? Where are the opportunities for growth?
• If your sector is one that relies on government support to access international markets or capitalise on international or interstate opportunities, how does it best leverage this to attract non-government investment?

Collaboration
• How collaborative is the sector?
• Are there connections with other creative sectors or industries outside the creative sector?
• Is there collaboration and alignment with government?

Trade, investment and export
• What are the main products and / or services exported by your sector?
• What do you see as the most significant investment, trade and export opportunities for your sector?
• How can the different sectors of the creative industries partner and leverage overseas opportunities?
• What is your global comparative or competitive advantage?
• Are there markets where demand for your product is growing?
• Who are the missing partners in South Australia that you need to grow global competitive advantage?
• What are the barriers to building a global competitive advantage and rapidly scaling to global markets?
• What do future markets look like and how will you be ready to sell to them?

For more information about South Australia’s creative industries within Growth State, please contact the Creatives Industries team at creativeindustries@sa.gov.au.

Industry engagement will close on February 28, 2020, and we ask that sector strategies (or any other feedback) are submitted before then. You can also engage online through our survey, or you can make a written submission to creativeindustries@sa.gov.au.

We look forward to working with you to grow South Australia’s creative industries!

The Creative Industries Team
Innovation and Science Directorate
Department for Innovation and Skills