



# **Tweed Shire Creative Industries Report 2016**

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Funded by Destination Tweed

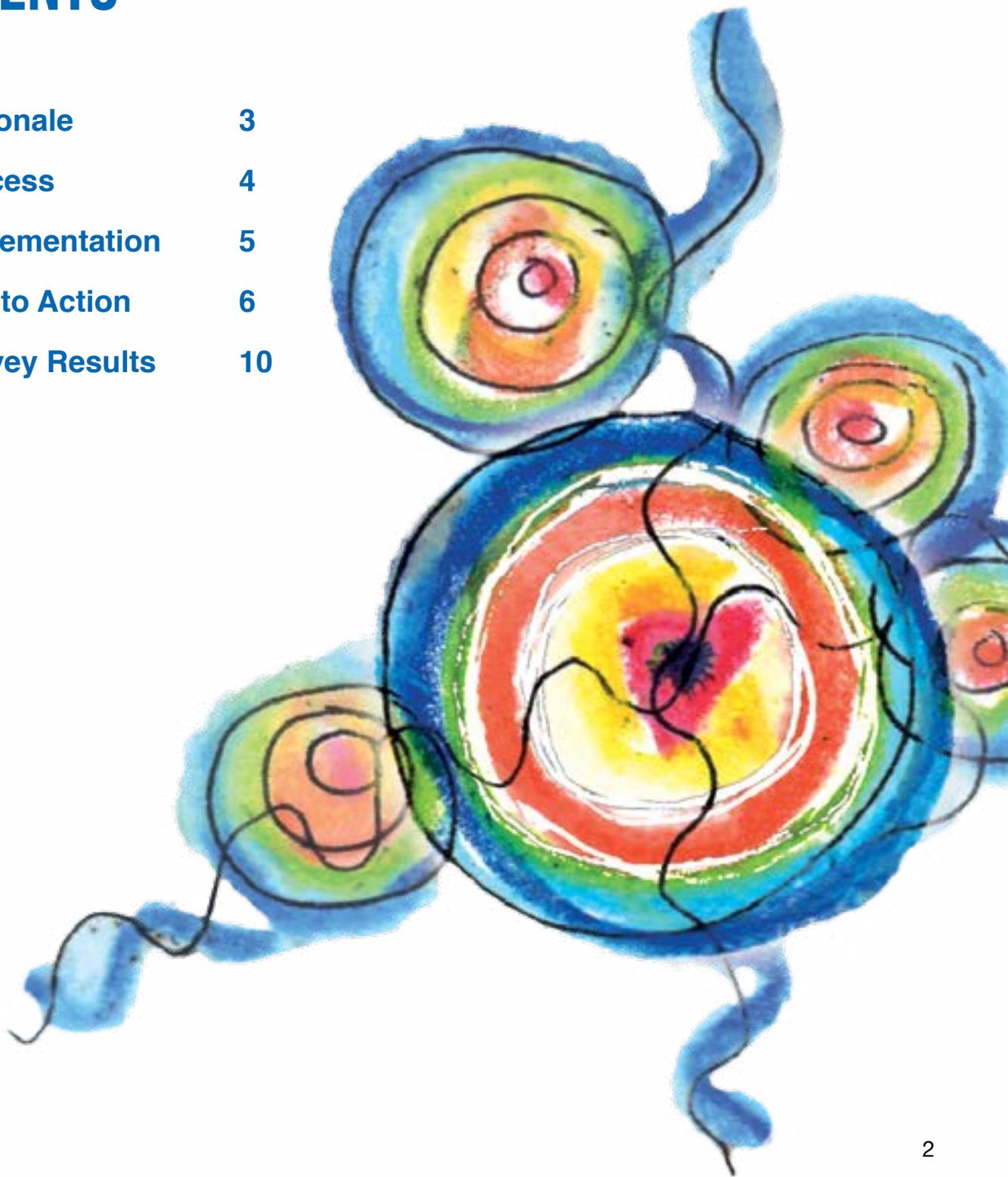
# INTRODUCTION

In 2015, Creative Caldera, a newly formed Tweed Shire Arts organisation, was commissioned by Destination Tweed to survey the Creative Industries in the Tweed Shire and present an implementation plan that focuses on building the capacity and capability of the creative industries. The overarching intention was the establishment of the Tweed Shire as a thriving, nationally recognised creative destination.

This report provides the results of the project including:

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# THE RATIONALE

Over the last 20 years there has been a lot of energy put into arts and cultural development across the Tweed Shire. From event creation, to individual enterprise, to council initiatives, to village arts collectives, to innovative product development, to arts networks, to exciting collaborations between individuals and groups. These efforts plus the natural beauty of the area have attracted many creative practitioners value adding to the region's creative potential.

In 2014, the Tweed Shire Council Economic Development Strategy (EDS) identified the vision for a "Creative Cauldron".

"The Tweed Hinterland will become a place recognised nationally as a creative region, allowing existing creative practitioners to prosper and continue to attract new creative businesses to the region."

Some of the directions included:

- Establish Murwillumbah as a centre of creativity.
- Develop a hub or creative practitioner studios in Murwillumbah.
- Brand and promote Murwillumbah as a creative and cultural hub.
- Grow a program of creative events in Murwillumbah to raise the profile and establish the town as a recognised centre of creative arts
- Grow and develop creative villages.

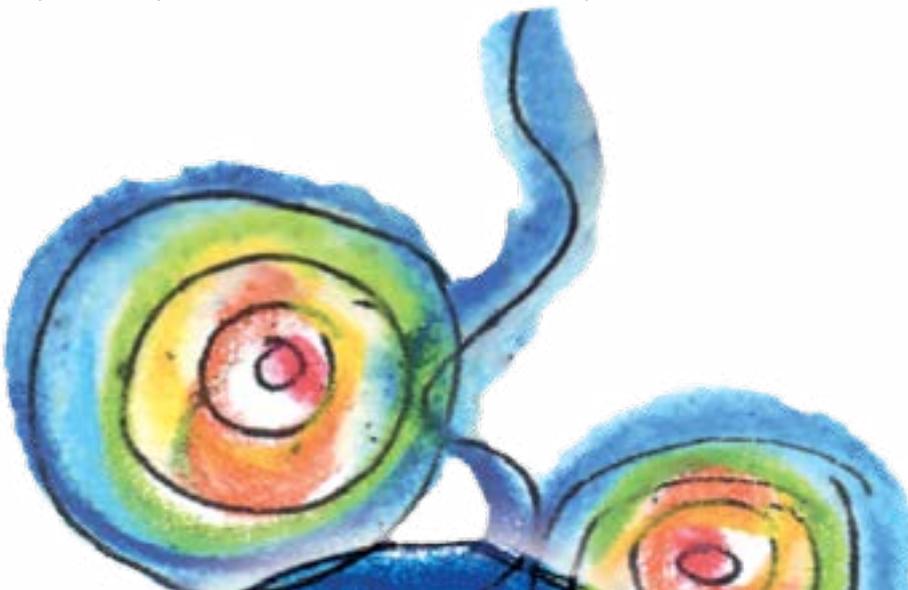
Later in 2014, Thrive2484 hosted a community forum "Imagine 2484: through the lens of creativity". Sixty attendees from across the creative industries identified the vision for:

- a strong, connected, capable and collaborative creative industries community
- a clear and shared 'strategic vision' providing direction and impetus for creative industries development
- the proliferation of innovative and engaging creative experiences utilising shops, public spaces, empty buildings, community halls
- vibrant art trails and signature events attracting visitors from all over the world
- prosperous creatives contributing to the economic well-being of the shire
- thriving creative spaces where artists, the community and visitors meet, collaborate and express
- a program of creative events in Murwillumbah and the villages raising the profile and establishing the 2484 as a recognised centre of culture and creativity
- creative arts retail opportunities
- accessible, professional and well packaged creative tourism experiences drawing visitors from the Tweed Regional Art Gallery and Margaret Olley Centre into Murwillumbah and the region.

In 2015, in response to the sector's call for coordination and creative industry development, Creative Caldera was set up as a not for profit arts organisation for the Tweed Shire with the following objectives:

- Support the development of creative tourism products
- Unify and provide strategic coordination for the creative community
- Nurture, value and build the capacity of creatives in our area
- Build pride and ownership of our creative identity amongst the wider community

In partnership with Destination Tweed, this survey became Creative Caldera's first significant project.



# THE PROCESS

In consultation with a reference group including: Tweed Shire Council; Arts Northern Rivers; TAFE; Destination Tweed and Murwillumbah and District Business Chamber, Creative Caldera developed a 30 question survey. Between September and November 2015, online or paper surveys were made available across a range of platforms and events.

**LAUNCH**  
NEWSPAPERS ONLINE  
SOCIAL MEDIA CAMPAIGN STALLS AT TYALGUM  
CLASSICAL MUSIC FESTIVAL UKITOPIA  
OPEN HOUSE WEEKEND FOODIE FEST MURWILLUMBAH  
COUNTRY ROOTS FEST SURVEY STATIONS  
TRG & VISITORS INFORMATION CENTRE  
CABA CREATIVE TRAIL

The survey was completed by 268 creative individuals, groups and organisations representing a range of functions, mediums and locations

**GEOGRAPHICAL LOCATIONS**  
MURWILLUMBAH UKI  
POTTSVILLE CABARITA BEACH TYALGUM TWEED  
HEADS SOUTH BURRINGBAR KINGSCLIFF TWEED  
HEADS COBAKI CASUARINA TERRANORA  
TUMBULGUM  
TWEED HEADS WEST

**FUNCTIONS**  
ARTISTS  
CREATIVE ENTERPRISES EDUCATORS  
EVENT ORGANISERS  
PROJECT MANAGERS

**MEDIUMS**  
DANCE ANIMATION  
ARCHITECTURE CERAMICS CRAFT DESIGN  
FASHION FILM GRAPHIC ART JEWELLERY MUSIC  
PAINTING PERFORMANCE PHOTOGRAPHY  
PRINTMAKING SCULPTURE  
THEATRE WOODWORK

The survey data was organised into a database and data tables providing the opportunity for input and analysis from the Reference Group. While the database and all data tables are not included in this report due to privacy and space, they will provide a reference tool for engaging creative practitioners around relevant projects and initiatives, as well as informing funding submissions in the future.

In December 2015, two Creative Drive Trails forums were conducted to explore and identify existing and or emerging creative drive trails in an effort to develop some initial trail products. Four distinctive trails types were identified by forum participants:

1. TRG exhibition enhancement gallery / café trail
2. Destination imagination - school holidays trails.
3. Creative villages trail/ or village open house weekends
4. A trails app/ responsive website

Finally, drawing on the survey and forums results, a six point Call to Action was developed. The call to action provides a planning framework for the creative sector of the Tweed to work together.

# THE IMPLEMENTATION

The six point 'Call to Action' has been designed as more than a set of recommendations. Rather, the intention is to provide the sector with a shared strategic plan and a focus to come together and make things happen.

The plan is divided into two sections.

In the first instance the focus is within to **'unify the creative sector'**. This involves: building relationships; improving communication; stimulating collaboration; and strengthening capacity.

This then provides a strong foundation to **'elevate the creative industries'** through: enhancing viability; increasing opportunities; building capability; and developing shared infrastructure.

Each section has three key points with specific projects to be ignited over the next three years.

While the ideas and proposed projects in this call to action have come from the feedback and input of a diverse group of creatives, curators and culture makers across the Tweed Shire, in order for us to be able to fulfill on the plan, we will need to be able to work together.

Currently many individuals, groups and organisations are developing enterprise and taking initiative in different areas of the creative industry in the Tweed.

However, without the balance of coordination, collaboration and integration it will be difficult for us to grow strongly as a region.

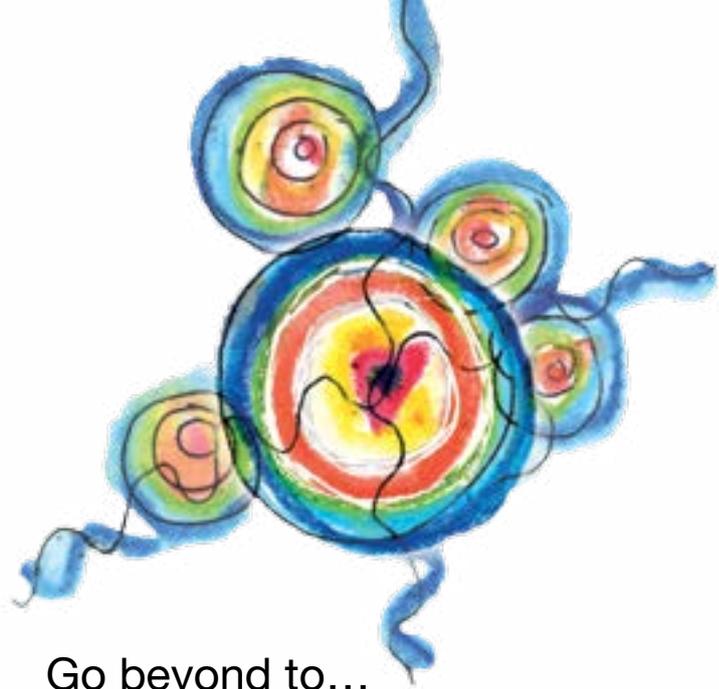
Effectively establishing an organisation like Creative Caldera as a coordinating body is essential but only if the organisation is owned and guided by the community it serves.

To this end, the following initiatives will support the successful implementation of the 'Call to Action':

1. Establish a Creative Caldera governance group with key stakeholders and to develop an implementation plan informed by the 'Call to Action'. Stakeholders may include (but not exclusively): Tweed Shire Council (TSC); The Tweed Regional Gallery and Margaret Olly Art Centre (TRG); Arts Northern Rivers (ANR); TAFE; Destination Tweed; Chambers of Commerce (COC); NORTEC; and established creative clusters (e.g. Tweed Creative Studios, Ukitopia Arts Collective, Caba Creative, Caldera Art, Discover Tyalgum, Sugar Mill Studios, Yellow Brick Studio...). The intention is to hold the first meeting of these stakeholders in November 2016 with a focus on turning the 'Call of Action' into an 'Implementation Plan' for 2017
2. To provide opportunities for individuals, groups and businesses to have input, take initiative and collaborate around projects and initiatives proposed in the 'Call the Action'. These opportunities include:
  - a. A Creative Caldera membership program that fosters a connected and communicating creative industries network invested in working together (Oct 2016)
  - b. An online community exchange platform for creatives, curators and culture makers to share ideas, initiate opportunities and exchange industry specific information (Dec 2016)
  - c. An annual event programming forum, where festival and event organisers from within the Tweed Shire can gather to coordinate dates in order to minimise conflicts in programming and to stimulate ideas exchange, resource sharing and collaboration (Jan 2017)
  - d. An annual member's forum to inform the strategic priorities of Creative Caldera (Feb 2017)
  - e. Dynamic, quarterly arts networking events (Feb, May, August, November 2017)



# THE CALL TO ACTION



Focus within to...

## *Unify the creative sector*

Build relationships • Improve communication • Stimulate collaboration • Strengthen capacity

Go beyond to...

## *Elevate the creative industries*

Enhance viability • Increase opportunities • Build capability • Develop shared infrastructure

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### 1. Coordination

ESTABLISH creative caldera as the coordinating arts body for the Tweed Shire in order to galvanise, organise and realise an integrated creative sector.

### 4. Product to Market

DEVELOP opportunities that support local creatives to deliver their product to market.

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### 2. Networking

PROVIDE opportunities for Tweed Shire creatives to engage in bold dialogue, explore new possibilities and courageously collaborate to make magnificent things happen.

### 5. Marketing

CREATE accessible, integrated marketing platforms that both promote individual creative initiatives and establish the Tweed Shire as a creative destination

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### 3. Professional Development

ENSURE ongoing access to professional development opportunities so that our local creatives improve their capacity to make a living from their art.

### 6. Business Development

THRIVING creative businesses in the Tweed Shire increasing employment opportunities and raising incomes for creatives.

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# Unify The Creative Sector

## Coordination

**ESTABLISH Creative Caldera (CC) as the coordinating arts body for the Tweed Shire in order to galvanise, organise and realise an integrated creative sector.**

2016

- Launch the Tweed Creative Industries > 'Call to Action'.
- Develop and implement a CC membership program that fosters a connected and communicating creative industries network invested in working together.
- Establish a governance group for CC with key stakeholders and develop an 'implementation plan' informed by the 'Call to Action'. Stakeholders may include: Tweed shire Council; Tweed Regional Gallery; Arts Northern Rivers; TAFE; Destination Tweed; Chambers of Commerce; NORTEC; Tweed Creative Studios; Ukitopia; Caba Creative.
- Formalise a relationship with Arts Northern Rivers to ensure the Tweed creative community is accessing the services and resources of ANR.

2017

- Establish an annual member's forum to inform the strategic priorities of CC.

2018

- Acquire funding to employ staff for CC.

## Networking

**PROVIDE opportunities for Tweed Shire creatives to engage in bold dialogue, explore new possibilities and courageously collaborate to make magnificent things happen.**

2016

- Develop an online community exchange platform for creatives to share ideas, initiate opportunities and exchange industry specific information.
- Deliver a bi monthly newsletter for creatives, promoting networking opportunities, funding prospects, skills workshops, events etc

2017

- Initiate and continue to deliver dynamic, quarterly arts networking events (annually in Feb, May, August, November)
- Activate an annual event programming forum, where festival and event organisers from within the Tweed Shire gather to coordinate dates in order to minimise conflicts in programming and to stimulate ideas exchange, resource sharing and collaboration.

2018

- Hold a Tweed Shire Creative Industries expo to showcase local creatives, and their initiatives e.g. workshops, performances, services etc; to foster stronger collaborations and to connect them with wider opportunities.

## Professional Development

**ENSURE ongoing access to professional development opportunities so that our local creatives improve their capacity to make a living from their art.**

2016

- Liaise with training providers eg TAFE, NORTEC, ANR, to identify, develop and deliver industry specific vocational training opportunities in the recognised areas of: marketing and promotion; financial management; grant writing; event management; teaching; arts administration; and creative skills development.

2017

- Establish a calendar of skills development opportunities including: online, certified and free.

2018

- Develop a creative careers pathway program for young people in the Tweed Shire

# Elevate The Creative Industries

## Product to Market

### DEVELOP opportunities that support local creatives to deliver their product to market

2016

- Support the development of Murwillumbah as the 'creative centre' for the region with appropriate spaces for shared studios, exhibitions, workshops, rehearsals, performances and master classes.
  - Support a business feasibility study for turning the Murwillumbah TAFE building into a 'creative precinct'
  - Foster the development of enterprises that provide infrastructure e.g. Studio 88, Tweed Creative Studios, Yellow Brick Studio, Sugar Mill Studio, The Citadel and more.
- Advocate for appropriate Tweed events that provide significant collaborative opportunities and viable links for local creatives.

2017

- Develop and promote a 'festival season' from August to December incorporating existing festivals and events and encouraging cross promotion and shared marketing to the Tweed Shire and beyond.
- Support the sustainability of annual signature Tweed Shire arts events e.g. Murwillumbah Art Trail, Cabarita Creative Festival, Tweed Fusion and more, exploring the possibility of a shared sponsorship proposal.
- Establish a responsive "Creative Trails" website as a 'channel to the tourist market' engaging the participation of 'trail ready' home studios, galleries, markets, venues and creative retail outlets, encouraging value adding e.g. artist's demonstrations, artists in residence, performances. The website will have the functionality to create and produce paper based trail publications.
- Facilitate the development of creative activities in Murwillumbah that value add to major TRG exhibitions and draw visitors into Murwillumbah i.e. TRG Exhibition Enhancement Program
- Encourage and support the development of mutually beneficial partnerships between local creatives and Murwillumbah businesses through the TROVE initiative, providing a consistent sales outlet for creatives and again drawing visitors into Murwillumbah.

2018

- Build the capacity of home based artists and galleries to provide an 'open studio' experience (joining the Creative Trails website)
- Develop a Tweed based international art exchange involving international artists visiting the Tweed to participate in the sharing of skills, cultural exchange and co creation opportunities

## Marketing

### CREATE accessible, integrated marketing platforms that both promote individual creative initiatives and establish the Tweed Shire as a creative destination.

2016

- Develop a creative industries brand for the Tweed that incorporates creativity + green + community, with a clear point of difference to the Gold Coast and Byron Shire
- Establish one, easy to use, accessible, events portal for marketing events across a range of calendars and websites incl. Destination Tweed, ANR, Creative Caldera, Tweed Shire Council.
- Support the development of the locally generated Tweed Shire 'What's On' publication, 'The Loop'.
- Build a vibrant Creative Caldera social media platform and following in order to promote local creative initiatives, events and products

2017

- Use the creative Trails Website to develop
  - A series of location based trail publications
  - A Creative Trails booklet linked to the Creative Trails website

2018

- Develop a campaign to promote the interactive Creative Trails website that supports the promotion of local creative initiatives

## Business Development

**GROW thriving creative businesses in the Tweed shire increasing employment opportunities and raising incomes for creatives.**

2016

- Encourage creative individuals with new ideas to participate in Thrive 2484's Big Pitch: June - November

2017

- Develop an arts funding workshop series: supporting creatives to identify funding opportunities and providing support from idea through to submission

2018

- Six month boot camp for twelve creative businesses to propel their business to the next level culminating in a creative business expo focusing on investors.



# THE SURVEY RESULTS

## Demographics

The demographics describe the location, age, gender and cultural identity of the individuals that completed the survey, whether they identified as an individual practitioner or as an organisation/ business.

### Questions asked

What part of the Tweed Shire are you from?

What is your age?

What is your gender?

Do you identify as culturally or linguistically diverse?

Are you aboriginal or Torres Strait Islander?

It has been noted that the key consultants on the project came from Murwillumbah and the villages and as such have strong networks in these areas, which may have influenced the higher numbers of respondents from those areas.

### Key points

- A significant majority of 60% of responses came from Murwillumbah and the hinterland villages.
- From the hinterland villages a significant majority of 72% (35) came from Uki
- Only 29% of responses came from Tweed Heads and Tweed Coast.
- From the Tweed Coast the majority of respondents come from Pottsville at 36% (20) or Cabarita/Bogangar at 30% (16)
- The majority of 80% of respondents were evenly spread across the ages ranging between 35 to 64
- The percentage of respondents at the age extremes of younger 18 – 34 and older 65 – 75 + were much lower at approximately 10% for each group.
- Significantly more females at 69.5% completed the survey
- 24.1% of respondents identified as CALD with only 2.7% of respondents identifying as ATSI

### Possible conclusions

- There is a higher percentage of engaged creatives in the 2484 postcode than in the Tweed Heads and Tweed Coast
- The majority of active creatives fall in the 35 – 64 yr old age group
- More women have chosen to engage in the creative industries career than men
- The engagement of young and ATSI creatives in completing the survey was low

## Industry

This section refers to the creative specialties, mediums and functions respondents identified with. It also identified the support networks that respondents are members of including Caba Creative, Ukitopia or Arts Northern Rivers.

### Questions Asked

What Medium do you use?

What function do you perform?

What arts networks or organisations are you currently a member of?

Respondents were given the opportunity to identify participating in multiple mediums and functions. Very few identified participating in just one medium or function.

### Key Points

- A significantly large percentage (48.8%) of respondents identified their creative medium as the visual arts. This was followed by craft (30.7%).
- The next cluster included music (29.7%), community art (27.6%), design (26.5%), writing (23%) and photography (21.2%).
- Beyond this there was still a significant spread across a range of mediums including: performing arts, graphic design, digital art, textile, public art, print making, IT/web/interactive, sound/audio, new media/film/radio, dance and museum/heritage.

- A significantly high percentage (73%) of respondents identified their function as a practicing artist.
- The next cluster included: administration (22.6%), education and training (22.3%), artist support (20.1%), event management (18.7%), marketing and public relations (17.3%), and facilitation (15.9%).
- Again, there was still a significant spread across an additional range of functions including: venue/ gallery management, CEO/senior manager, research, tourism and hospitality, publishing, technical support, audience development, planning and policy making, trade/ logistics, HR management, art valuation, creative arts therapist, retail, curator.
- Almost half of the respondents are not involved in any networks in the region.
- 21% of respondents are members of Arts Northern Rivers followed by 13% being members of Ukitopia Arts Collective and Caba Creative.

### **Possible Conclusions**

- The majority of creatives in the Tweed Shire are practicing artists working in the visual arts and craft mediums.
- There is a diverse range of practicing artists across a wide range of mediums.
- Significantly represented mediums include: music, community art, design, writing and photography.
- The Tweed Shire has a wealth of practitioners supporting artists (artist support, education and training, facilitation) and developing creative opportunities (administration, event management, marketing and public relations).
- Many of the respondents are not connecting with the possible networks in the region despite many of the respondents being from areas where these networks are based.

## **Income**

### **> Individuals**

**Individual income describes how individuals are engaged in the creative industries, how their income is earned, the length of time they have been working and the employment they provide to others.**

### **Questions Asked**

How are you engaged in the creative industries?

How much of your income is derived from the creative industries?

Where does the majority of your 'creative' income come from?

What is your current annual income derived from creative enterprise? (optional)

How long have you worked in the creative industries?

How many people (full time equivalent) do you employ?

### **Key Points**

- A significant majority of respondents (72.1%) were self-employed with a smaller number (27.2%) identifying as freelance and 21.2% as business owners.
- 19.6% identified as volunteers and a very low number (7.9%) identified as an employee.
- A significantly high percentage (59.5%) derive under 25% of their income from the creative industries.
- 20% of respondents derive 75 – 100% of their income from creative industries.
- 58% of respondents identified that the majority of their incomes is derived from sales.
- A very low percentage of respondents derive the majority of their income from grants (1.6%) prizes (0.8%) or sponsorship (0.8%).
- A low percentage (14.4%) derives income from employment in the creative industries.
- A significant majority (77.8%) earn under \$20k annually from creative industry pursuits.
- A small amount (9.1%) earns over \$50k from creative industry pursuits.
- The largest group of (37%) have been working in the creative industries for 20+ years.
- A significant majority (87.3%) do not employ any one with the next highest number (8.8%) only employing 1-3 employees.

### **Possible Conclusions**

- Many creatives have been working or investing in the creative industries over a significant period of time.
- Most of them are self-employed or at least freelance or business owners.
- Mostly they are not able to derive the majority of their income from their creative pursuits.
- There is a small group who are able to make their full or a significant income from creative industries.
- Most people are making their income from sales.
- There are some barriers to creatives gaining income from grants, prizes and sponsorship.

## > Organisations

**Organisations income describes what kinds of creative organisations exist in the Tweed shire, how their income is earned, the length of time they have been in existence and the employment they provide to others. The survey respondents have understood organisation to mean business as well as organisation.**

123 respondents identified as an organisation or a business.

### Questions Asked

What kind of organisation are you?

What is your current income?

Where does the majority of your income come from?

How long has your organisation been around?

How many volunteers/employees (full time equivalent)?

### Key points

- A significantly high percentage (73.2%) of organisations identified as a private enterprise followed by 20.3% identifying as not for profits.
- The highest percentage of organisations (57.1%) earns under \$25k per annum with only 18.8% earning over \$51k per annum.
- The highest majority of organisations (55.7%) derive their income from sales followed by 14.5% who derive their income from wages.
- Very few organisations identified grants, sponsorship, membership fees or donations as providing the majority of income.
- The highest percentage of organisations (43.2%) has only been around for 1 – 5 years.

### Possible Conclusions

- Creative industry organisations do not have a long life span.
- Most organisations are for profit.
- It is difficult to make a significant income from the creative industries for individuals and organisations.
- Most organisations are making their income from sales.
- There are some barriers to organisations gaining income from grants, prizes and sponsorship.

## Spaces

### > Workspaces and Showspaces

**This section includes the spaces people use to work and deliver their creative service or product.**

### Questions asked

Where do you work/ create/ rehearse/ prepare?

Where do you mainly exhibit/ perform/ showcase/ deliver? Choose up to 3.

### Key Points

(\*Numbers without % relate to actual number of respondents not the percentage of respondents.)

- A significant percentage of respondents (76.6%) identified the place where they work/ create/ rehearse as their home studio. This was followed by rented long term space (16.4%) and educational facility (10.7%).
- Only a small percentage (7.4%) uses a collective space.
- The respondents mainly deliver to the local market, followed by regional, then national.
- At a local level the respondents mainly deliver their product: online (78); at arts events (69); in home studios (62); festivals (56); in community spaces (56); at markets (53); at special events (52); and in galleries (49).
- At the regional level the respondents mainly deliver their product: online (44); at festivals (33); at arts events (31); at markets (31); and in galleries (30).
- At the national level the respondents mainly deliver their product: online (54); at arts events (23); at special events (22); and at festivals (22).
- Online was the only channel through which respondents (50) deliberately deliver to an international market.

### Possible Conclusions

- Most creatives work from home.

- There are few opportunities for collective or collaborative work spaces.
- Most creatives are delivering to a local market.
- Creatives are primarily using the online vehicle to deliver their product to market.
- This is followed by festivals, arts events, markets and special events.

## > Premises

This section covers premises open to the public.

### Questions Asked

- The days and hours it is open
- Do you charge an entry fee?
- Do you provide accessible facilities e.g. lift, toilets?
- Do you provide accommodation?
- Do you provide food and beverage services?
- Do you provide toilets?
- Do you have a family friendly venue?
- How many parking spaces do you have?

The questions, regarding the premises open to the public, were specifically asked to be able to identify existing sites such as galleries, studios or retail outlets that may wish to be a part of packaged tourism products such as drive trails or master class workshops.

While not all the specifics have been identified here in the report, a database has been created to inform the development of tourism products.

### Key Points

- There are 74 premises open to the public.
- Of these there are a mix of galleries, home studios, workshop spaces, venues, shops and cafes.
- Most premises are open slightly more during the week than on weekends.
- Most premises are open more during the day than in the evenings.
- Most of premises (83.8%) do not charge an entry fee.
- Slightly more than half of premises (55.8%) have accessible facilities e.g. lift, toilets.
- Only a small percentage of premises (8.8%) provide accommodation at their venue.
- 33.9% of premises provide food and beverages.
- 70% provide toilet facilities.
- 67% of the respondents consider their premises to be family friendly.

### Possible Conclusions

- There are a high number of premises in the Tweed Shire open to the public.
- There are a significant number of galleries, home studios, venues, shops and workshop spaces suitable for a drive trail.
- Many of the identified premises appear to have the basic amenities available.

## Marketing

This section refers to the target markets for Tweed creatives and the promotional tools they use to access these markets.

### Questions Asked

- Identify your market.
- Where/ how do you mainly promote?
- Where would you like support to promote?

### Key Points

- A significant number of respondents (52%) are directing their marketing to the local Tweed Region followed by 32% targeting a national market.
- Only 26% currently target the Northern NSW market and a smaller 15% an international market.
- A significant majority of marketing is being done at a grassroots level with 83% using word of mouth, 73% using social media, 51% their own website and 33.5% posters/ fliers to promote their work.
- Only a very small percentage is using traditional media avenues including newspapers, radio, TV and magazines.
- Only 11.9% make use of event calendars

- A significant percentage want support to focus their promotional efforts locally (76.2%) and regionally (74.3%).
- A lesser number are interested in pursuing national (57%) and international (35.7%) markets.

### **Possible Conclusions**

- Creatives are predominately targeting their marketing to the local region followed closely by national.
- They want support to continue marketing locally and to increase regional exposure.
- Creatives in the region are doing a majority of their own marketing using various free or cheap platforms including online including social media, word of mouth and street advertising (posters, banners and flyers).
- The lack of advertising in traditional media such as magazines and newspapers could be either due to the high cost of such platforms or the lack of suitable publications in the area.

## **Opportunities**

**This section refers to creative industry opportunities that Tweed creatives are interested in participating. It also covers the identification of support and professional development opportunities required for them to effectively participate.**

### **Questions Asked**

Which creative industry opportunities would you be interested in participating in?

What support do you need to be able to participate effectively in creative industry opportunities?

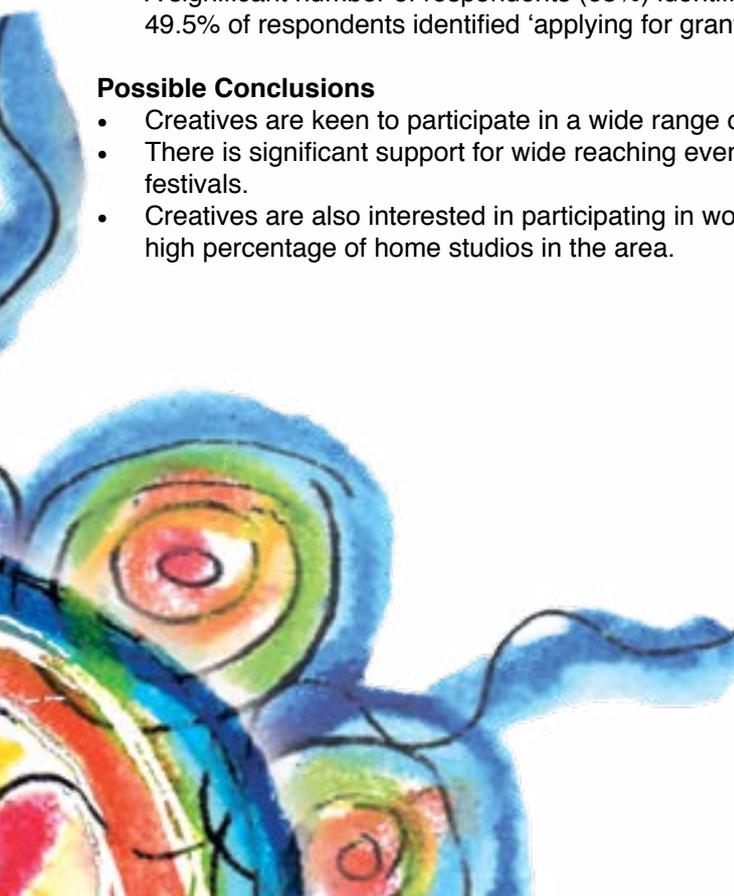
What are your professional development needs?

### **Key Points**

- Respondents identified interest in participating in a wide range of opportunities with significant scores across a number of identified opportunities.
- The top scoring cluster included: festivals and events (63%); workshop programs (55%); pop up co-op/ gallery spaces (52.8%); creative trails (48.6%) and arts markets (44.9%).
- Significant interest was also given to: commercial or private functions (42.6%); online galleries (41.2%); artist in residence program (37.5%); village hall performance program (33.3%); shared studios with public access (31%); street performances (24.5%) and house concert program (19%).
- In order to be able to participate in creative industry opportunities, respondents identified their top 5 needs as: media exposure (59%); promotion (50.5%); access to venues (40.5%); networking opportunities (online 37.4% and face to face 34.7%); and shared marketing vehicles including publications and calendars of events (32.4%).
- The next cluster of needs includes: access to potential collaborators (30.2%); professional development e.g. marketing, teaching (27.5%); information about financial assistance (27%); forums to communicate with artists (24.3%); access to a database of artists (23.4%) and mentoring or coaching (22.5%).
- 46 respondents identified the need for support with insurance.
- A significant number of respondents (68%) identified marketing as a professional development need, followed by 49.5% of respondents identified 'applying for grants'.

### **Possible Conclusions**

- Creatives are keen to participate in a wide range of creative industry opportunities.
- There is significant support for wide reaching events in the region including creative trail, arts markets and festivals.
- Creatives are also interested in participating in workshops programs and pop up spaces. This is in line with the high percentage of home studios in the area.



## Region

Region refers to the words respondents would use to describe our region.

(Numbers without % relate to actual number of respondents not the percentage of respondents.)

### Questions Asked

Select five words that best describe the creative industries sector in the Tweed Shire, at this time.

Select five words that best describe our regional identity and what we have to offer.

Identify up to three issues that prevent our region from thriving.

### Key Points

- The top five words to describe the creative industries sector are: potential (51.8%); diverse (47.7%); undervalued (45.9%); untapped (40.4%); scattered (33%).
- The top five words to describe the regional identity are: nature (59.2%); creative (57.8%); green (44.5%); community (40.8%); coastal (33%).
- The top six issues that prevent our region from thriving are: marketing/promotion (51) council or government (47); general negative aspects of people (46); venue/rent/spaces (45); lack of coordination (44); funding or money (41).

Go to [www.creativecaldera.com.au](http://www.creativecaldera.com.au) to access data tables that support this report.  
If you have further enquiries or wish to be a part of Creative Caldera and advancing the creative industries of the Tweed Shire email [natascha@creativecaldera.com.au](mailto:natascha@creativecaldera.com.au)

