

Good afternoon ladies and gentlemen, welcome to my presentation entitled 'The Creative Class will contribute to 20% of Australia's Future Economy'

.....IF?

Presentation Format

Introduction

1. Definition of the Creative Class and the Creative Economy
2. Their importance: How, why and where they contribute to the overall economy
3. Their challenges in fulfilling their contribution to the social and economic development of regional centres
4. What the creative class require to better contribute to regional development

Conclusion

Introduction

The creative class who reside in regional centres are ideally positioned to contribute to twenty per cent Australia's future economy. Providing there are significant changes to the way the regional economy functions because of the impact of central government policy on regional communities.

As one of our local State Member said recently at a Coffs Harbour meeting of the Master Builders Association (Fraser April, 2013) ‘even with a change to new (Liberal-national party) State government we are still left with the same bureaucracy’. This was in response to a question about why is there little control on the impact of centralised policy decisions on the participation of local builders in local development projects...

“Bureaucracy is ratepayers enemy”

Cr Nan Cowling C.H.C.C, September 29/2013

1-Brief description of a creative class member

- Interdependent operators...
- Belong to separate business, creative and holistic groups and their networks, so they can share information, knowledge-based solutions, facilities and equipment.
- They focus on a wide range of issues with clear definitive objectives whilst being more flexible to the ideas of others

Some comments by Creative People

- **Richard Florida in The Rise of the Creative Class (2002)**
‘Human creativity is the ultimate economic resource...the great dilemma of our time is that having generated such incredible creative potential, we lack the broader social and economic systems to fully harness it and put it to good use’

- **Deputy Coffs Harbour Mayor Cr Rodney Degens**

‘Beyond that of simply only the science based doctrines of research and analysis, it is the creative classes also that have a strong role to play in the development of society’ (28/9/2013)

Where do the creative classes reside?

The creative class reside in central precincts of town and city centres, metropolitan areas, by the beach, in farming communities and places in-between

A brief description of the creative economy

UK: Usually defined as consisting of: advertising, architecture, publishing, radio and TV, design, film, music, software and computer services – and so forth

EC amendments so they are more focused on cultural and creative industries

Australia: as above including organic food production, use of alternative building materials (bamboo), unique travel and tourism projects because of our extensive regional opportunities

- **Problems in definition (UK)**

Difficulties in defining the creative industries: one based on standard industrial classifications (**SICs**) for industries that produce actual goods and another based on an occupations-based methodology

Standard industrial classifications makes the production of statistics more straightforward, except rapid technological change may...jeopardise their usefulness in the long-term.

- This is significant in Australia – because of our greater distances from suppliers and our customers we have to be critically aware of embodied energy factors associated with distribution...

Effects of the emergence of newer industries in a climate of rapid technological change

- This is particularly significant in the Australia context. Businesses located in an environment where IT will benefit them may not have to face the tyranny of distance for exposure but compromised nonetheless by the enemy of distribution

2-How, why and where they contribute to the overall economy: their importance to the economic and social development of regional centres: How

- They practise the use of the **3Rs**
- They come from a cross-section of society
- Mixed skill-base multitasking and integrated approach and exposure to other activities
- Their interdependence, multi-disciplinary skill levels provides the expertise to work collaboratively with Top-down and Bottom-up operatives

- Promotes the **'can do'** where different creative communities exist and where there are socio-cultural challenges within overall economic downturn conditions
- Where skill diversity is required produces vibrant social and cultural connections

Why

- Practical grassroots ability to operate within flexible and the more formal networks
- Have established working networks with other creative operators leads to effective team-work and active outsourcing

- Challenges the reliance on a consumption focussed economy
- An integral part of the smart and cultural region vision

Where

- Regional 3rs reduces the cost of imports and dependence on consumption; the 3rs assumes specialised jobbing, and small volume production, and locations lacking city-like facilities across Australia

Where continued

- Micro-Niche markets predominate in Australia and exist as elements in all major sectors
- Localised production of energy sources, waste recovery, food and intellectual goods – reduces national distribution costs and dependability

Creative snapshot: from Tuk Tuks to Organic Food...



Australian company Star 8's solar-powered tuk tuk

**Josh Allen & Family:
Gourmet Food Plan**



**Bellingen Organic
Food Markets**



3-Their challenges fulfilling their contribution to regional social and economic development

- They are under funded; have financial exposure to excess compliance protocols
- Although their skill-base is broad-based and transferable they need continual learning strategies to keep ahead of their competitors and abreast of current trends. They are also often resource-poor
- Focus on a wide range of issues is costly, time consuming and difficult to coordinate

- Their solutions to the regional challenges they identify can be viewed as emotive
- In a world increasingly seen as more conservative, prescriptive and risk-avoiding, smaller creative operators are competing with organisations who are becoming even larger – with greater global influence
- Dealing with a Complex Broken Tax and prescriptive Insurance and legal systems
- Their many layers often isolate them from access to their specialised (micro) niche markets

- Affordable housing is not socially and economical affordable

...This was highlighted in a September 27 2013 telephone interview with Robert Harding HIA Regional Director on the; 'Welcome to the House of Tax September 2013 media release' where around **40%** of the average cost of a new house is tax' Robert is also concerned at the; 'Increasing levels of regulation' in the building and construction industry'.

4-What the creative class require to add value to regional and major centre social and economic development

1-Emphasis on place rather than space: as a 'socio-spatial socially cohesive' process

“There is too much emphasis in terms of urban planning on space rather than place”

(Chris Chapman, Director of City Planning, CHCC, September, 2013)

*...Avoid these comments from three visitors to Coffs 'Is this the town centre' – 'supposedly?'

- 2**-Utilisation of human capital as a primary sustainable resource: resource that can be used in other new types of work (**refer to #11**)
- 3**-Emphasis on public transport systems.

...While it takes eight railway carriages to move 1,000 People – between 250-1000 cars are required to do the same...

4-Emphasis on small project design

5-Integrated participative process for above and below:

Advocate CH Saturday September 28, 2013

‘Council Budget in our hands’ When the community is asked (**Steve McGrath** GM CHCC) to help decide what services and projects are to be compromised because of funding shortfalls...restructure local government with a larger inclusive regional model...refer to **#6**

6-And create an integrated, strategic participative alliance with creative entrepreneurs

Replace 2nd tier state government with regional participative partnership government (above) as part of restructured inclusive 'local government' format

7-Inclusive 'walk to work' mixed zones instead of single zone design

8-CBD assets retained; reduce (development) drift to outer areas thus adding to large-city (car dependant) sprawl characteristics and some socially isolated regional communities

9-Resident and community participation in locally inspired social housing design, planning, build, maintenance and operation of facilities

10-Define new meanings for work: expand 'job-sharing' concepts to include 'job-pooling' cost-labour-sharing schemes, include alternative tax, employment contracts and net payment systems. Introduce levy systems where insurance has stifled investment and led to restraint of trade, employment barrier constraints and exclusion

11-Inclusive regional energy development and energy from recycled waste: methane gas as another viable energy resource for individual and area needs

Prevent leaching of methane from landfill sites with better investment in site retention. Use collected methane for electricity generation. Utilise mountain river systems for micro-hydro electricity production. Utilise residential houses and complexes as a waste (methane gas) and micro turbine 12v producer

Conclusion

Australian society is creative by nature and those who have decided to make a regional centre their home have done so because they seek a change. They seek to be re-connected with themselves, with others and with nature.

Managing change has always been a challenge and when place and space influence your happiness and the impacts of city-life can lead to a form of 'nature deficit disorder' (James Cameron).

Regional centres provide us with the spiritual connection that nature provides to aid us in our individual and collective creativity. Do not let the FIFO or any temporary phenomenon sway us from our goals, from our vision for a town that is not just a repeated copy of somewhere else. Thrust upon us by centralised decision making by those who do not appreciate the creative freedom places like the Coffs Coast, Bellingen et al install in us...

Thank you one and all and enjoy our area