



Creative Industry Expert Working Group Terms of Reference

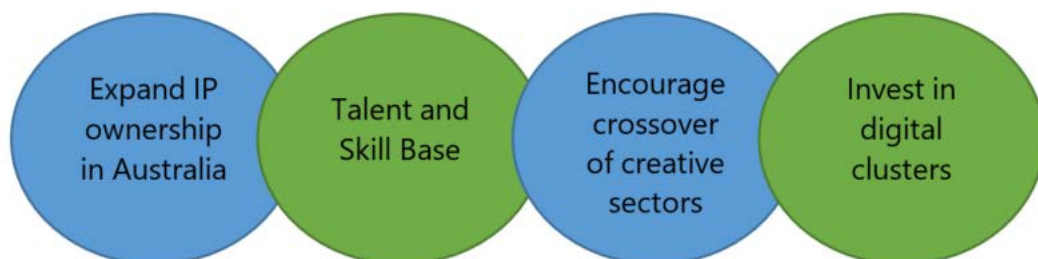
The Australian Broadband Advisory Council (the Council) advises the Government on how broadband infrastructure can be leveraged to accelerate economic and social benefits for Australia.

The Council has chosen the Creative Industries as a sector deserving of further attention. This choice was based on the explosive growth of streaming and immersive content, and the commercial potential of established and nascent capabilities within Australia to create it and participate in the global markets.

Success means

- Accelerating the growth of these businesses and improving their economic market position in the global supply chain;
- Matching existing broadband and digital infrastructure and upgrades to the future needs of the industry;
- Overcoming immediate and foreseeable industry skills deficits; and
- Providing crossover training and commercialisation benefits to adjacent sectors, notably the arts, sports, entertainment and tourism sectors.

The Creative Industry Expert Working Group (CIEWG) has been established in response to an Industry Roundtable which identified the following focus areas for the work of the Group.



Priority areas of focus

The CIEWG will focus on the following issues:

- adding value to the supply chain by investing in intellectual property, including through:
 - identifying sustainable ways to attract investment for growing Australia's Creative Industry; and
 - identifying incentives in the supply chain to benefit IP ownership.

- addressing skills gap across the sector by building and attracting talent, including through:
 - exploring ways for businesses to build the skills required in the future, and supporting partnerships between industry and education providers, with a specific focus on creating a pool of funds to use on industry traineeships;
 - harnessing digital workers in regional Australia;
 - facilitating the immigration of highly skilled workers; and
 - considering how to better institutionalise the fusion of STEAM (Science, Technology, Engineering, the Arts and Maths) into academic structures.
- increasing the interaction of the Creative Industry with other sectors, including through:
 - identifying initiatives to facilitate crossover programs; and
 - exploring how successful crossover projects can add value to the economy.
- using digital clusters to access a broader workforce and new ideas, including through:
 - identifying and supporting digital clusters to focus priority top-down support in line with growth objectives; and
 - identifying ways that state and territories can support their digital targets by adopting agreed elements of successful cluster initiatives around Australia to date.

Immediate Priorities

The Roundtable identified the importance of the early establishment of Lighthouse Projects as a proof of concept that can be replicated and scaled up.

The CIEWG is tasked with supporting potential partnership agreements in the following areas deemed to be of high potential for commercialisation:

- digital production platforms for live performances (software and physical facilities);
- development hub for the use of augmented reality in sport and tourism; and
- upgraded interactive platforms for in-studio content creation.

The key enablement areas for any commercial partnerships would include as a priority:

- skills improvement, with immediate focus upon partnerships; leveraging standardisation initiatives and existing programs; and creating a co-funding mechanism to significantly expand traineeship programs; and
- consideration of how to accelerate innovation, and research and development to benefit future content creation capabilities.

The CIEWG will consult with the Creative Economy Taskforce (Taskforce), and will coordinate its Lighthouse proposals with high crossover into the arts with the Taskforce.

The composition of the CIEWG has been based upon their demonstrated ability to foster and coordinate commercial partnerships in pursuit of the identified key success factors.

Co-conveners

Mr Zareh Nalbandian, Chief Executive Officer and Producer, Animal Logic and Animal Logic Entertainment

Mr Nalbandian's leadership has resulted in Animal Logic creating seminal feature animation and VFX work for 30 years, collaborating with visionary filmmakers and major studio partners. Zareh was most notably Executive Producer on Academy Award winning Happy Feet, BAFTA award winning The LEGO Movie, The LEGO Movie 2, The LEGO Batman Movie, and, Producer on Legend of the Guardians: The Owls of Ga'Hoole and more recently the Producer of Peter Rabbit and Peter Rabbit 2: The Runaway.

Mr Nalbandian is the Deputy Chair of Ausfilm, a Board Member of the Sydney Film Festival and a member of the Producer's Guild of America, Visual Effects Society, AACTA, and the Academy of Motion Picture Arts and Sciences. In 2017, Zareh was named Australian National Cinema Pioneer of the Year and in 2018, he was awarded an Honorary Doctorate from the University of Technology Sydney. Through ongoing initiatives including mentorships, residencies, and the University of Technology Sydney (UTS) Animal Logic Academy, he has demonstrated his commitment to supporting the next generation of creatives, ensuring a successful, globally competitive production industry in Australia.

Mr Vince Pizzica, Non-Executive Chairman, Hopprr

Mr Pizzica has over 30 years of senior leadership experience in corporate development, operations and technology. He most recently served as Technicolor's Senior Executive Vice President, the world's largest post-production company, as well as running Technicolor's Technology business.

Mr Pizzica has expertise in translating strategy in to operational plans and actions, technology management and the commercialisation of innovation. He has 17 years of work experience in Telstra senior positions and has worked in media and telecommunication industries throughout the Asia-Pacific, Europe and the United States over the last 40 years.

Mr Pizzica has a Master of Telecommunications and Information Systems from the University of Essex.

Members

Name	Position
Ron Curry	Chief Executive Officer, Interactive Games & Entertainment Association
Tony Clark	Chief Executive Officer, Rising Sun Pictures
Kris Maric	Chief Executive Officer & Executive Producer, Fika Entertainment
Patrick Kidd OBE OAM	Chief Executive Officer, Digital Skills Agency
Darin Grant	CTO, Animal Logic
Rachel Healy	Chair, Creative Economy Taskforce
Cass O'Connor	Chair, Carriageworks
Katrina Sedgwick OAM	Chief Executive Officer and Director, Australian Centre for the Moving Image
Jennifer Ganske	Head of Arts and Tourism, NBN Co