



Research Workshop Program

CCI: Australian Research Council Centre of Excellence for Creative Industries and Innovation and the Creative Industries Faculty presents...

Creative Suburban Geographies

Rethinking the Cultural Geography of Creativity and Creative Cities

We invite you to join us in a workshop with Alan Davies, Christy Collis, Emma Felton, Simon Freebody, Richard Brecknock and Marcus Foth, chaired by Terry Flew, on

Thursday, 12 November 2009

Time: 9.00am-1.00pm (**full program attached**)

Refreshments and lunch provided

Venue: Queensland University of Technology

Z2 Block, Level 3, Room 306

Creative Industries Precinct

Musk Avenue, Kelvin Grove

RSVP: infocci@qut.edu.au by

Friday, 6 November 2009

Abstract:

In the academic and policy literature that focuses on the rise of the creative economy, there is much attention given to inner cities as unique incubators of creativity, talent and “buzz”. Yet it is the case that, at least in Australia’s largest cities, the majority of the population live and work in suburbs, and suburbanisation has been growing in recent years with planning for urban growth corridors and master planned communities. This seminar will consider the evidence surrounding the geographical location of both creative industries and creative workforce, and what implications it presents for urban planning, creative industries research and arts and cultural policy.

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Time	Activity
9.00am	Introduction and Welcome by Terry Flew
9.15 – 10.45am	<p>Session 1</p> <p>THE STRUCTURE OF SUBURBAN EMPLOYMENT IN MELBOURNE</p> <p>presented by Alan Davies</p> <p>The presentation reports on an analysis of the changing structure of suburban employment in Melbourne over the 25 years from 1981 to 2006. Using ABS Journey to Work data for each Census period, it examined two key propositions: first, that the role of both the CBD and suburban centres as locations that provide urbanisation economies has weakened and, second, that suburban employment centres have become more specialised in particular industries, reflecting the greater importance of localisation economies. The research also established that the suburbs have replaced the CBD as the locus of economic activity, requiring new directions in policy, especially in regard to transport and suburban centres.</p> <p>CREATIVE INDUSTRIES ON THE URBAN PERIPHERY</p> <p>presented by Christy Collis and Emma Felton</p> <p>This presentation discusses findings from an ARC Discovery grant which maps and investigates the experience of creative industries workers located beyond the inner-cities of Brisbane and Melbourne. It responds conceptually to the tendency in research and policy literature towards an inner-urban bias in understanding the development and support of creativity in cities. Practically, it addresses the diversity and heterogeneity of types of creative enterprises identified in creative industries research.</p> <p>In particular, the presentation addresses characteristics unique to creative industries situated in outer suburban locations: professional networks, the use and acquisition of affordable space, and the contribution to community sustainability. The findings have implications for urban and cultural policy.</p> <p>BENCHMARKING CREATIVE EMPLOYMENT IN AUSTRALIAN REGIONS</p> <p>presented by Simon Freebody</p> <p>Simple measures of creative employment show a sharp correlation between city size and creative employment. Indeed it has long been known that large urban agglomerations attract the creative industries to a greater extent than smaller</p>

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	<p>regions. How then should one rank the creativity of a given region?</p> <p>It is argued in this presentation that the traditional methods for ranking and measuring the significance of the creative industries in a given region may be flawed in certain contexts. Due to the urbanised nature of the creative industries, measures that proved useful in identifying ‘hot-spots’ of other industries such as manufacturing or tourism can be problematic when measuring the creative industries. We will show that the use of such measures can reinforce a distorted perception of the creative industries and obscures the clustering patterns in smaller cities and centres.</p>
10.45am	Morning Tea
11.15 – 12.45pm	<p>Session 2</p> <p>CULTURE ON THE EDGE</p> <p>presented by Richard Brecknock</p> <p>Local Governments in Australian cities are major contributors to the development of the creative milieu and local cultural life in their communities. Those Council’s located on the edge of major metropolitan areas have to address a special range of issues when developing their cultural strategies and policies: issues associated with proximity to major centres of gravity; affordability and accessibility; and critical mass of practitioners, markets and audiences.</p> <p>Richard Brecknock will share observations and lessons from three current cultural planning projects for cities on the edge of capital cities in South Australia, Victoria and Queensland. Firstly the City of Norwood, Payneham and St Peters on the edge of the City of Adelaide, secondly the City of Maribyrnong on the edge of the City of Melbourne and finally the Moreton Bay Regional Council on the northern edge of Brisbane. The presentation will provide some insights into the challenges and advantages of these ‘edge’ cities, drawn from recent cultural mapping, research and policy development.</p> <p>THE SECOND LIFE OF URBAN PLANNING</p> <p>presented by Marcus Foth</p> <p>The majority of the world's citizens now live in cities. Although urban planning can thus be thought of as a field with significant ramifications on the human condition, many practitioners feel that it has reached a crisis in thought leadership.</p>

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	<p>Conventional approaches to engage people in participatory planning exercises are limited in reach and scope. At the same time, sociocultural trends and technology innovation offer opportunities to re-think the status quo in urban planning. The notion of neogeography introduces tools and services that allow non-geographers to use advanced geographical information systems. Similarly, is a neo-planning paradigm without planners possible?</p> <p>This presentation traces a number of evolving links between urban planning, neogeography and information and communication technology. Two significant trends - participation and visualisation - with direct implications for urban planning are discussed. Combining novel participation and visualisation features, the popular virtual reality environment Second Life is then introduced as a test bed for a series of workshops that engaged high school students in generating narratives with a view to make transparent how they understand and interpret proposed urban designs.</p> <p><i>General discussion and future directions</i></p>
12.45pm	Lunch and workshop close



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Richard Brecknock is a Cultural Strategist and a director of Brecknock Consulting P/L a cultural planning and urban arts consultancy with offices in Adelaide, Brisbane and Melbourne and an associate of the UK based think tank Comedia. As a cultural strategist he has undertaken cultural policy projects for governments across Australia including the 2003 *Creative City Strategy* and is currently leading a major cultural mapping and strategy study for Moreton Bay Regional Council.

During 2005-2007 Richard was involved in the groundbreaking *Intercultural City* project in association with Charles Landry and Phil Wood from Comedia. This international research project involved a number of case study cities and research into the benefits of cultural diversity and the development of appropriate supportive policies and strategies. Richard was project director on the City of Auckland, City of Logan and the London Borough of Lewisham case studies.

Richard is a member of the Planning Institute of Australia's Social Planning and Urban Design Chapters, a member of the Urban Design Alliance of QLD, an Affiliate Member of the Australian Institute of Landscape Architects and a regular contributor to the Urban Design Forum. Richard has presented papers and keynotes on cultural planning and art in the urban environment at conferences in Australia, New Zealand, USA, Canada, England, Denmark, Norway, Czech Republic, Spain, Turkey, and Japan. He has had a number of published articles, has been guest editor of the UDF broadsheet. His most recent book "*More than just a bridge: Planning and Designing Culturally*" was published in London in April 2006.

Christy Collis is a cultural geographer and Senior Lecturer in Media and Communication in the Creative Industries faculty, QUT. She is one of the chief investigators of the ARC Discovery project, "Creative Suburbia," which is investigating creative industries work and workers in outer-suburban and peri urban Australia. She is a national convenor of Legal Geography for the Institute of Australian Geographers.

Alan Davies has a PhD from Melbourne University and a Masters from Sydney University, both in Urban and Regional Planning. He is a principal of Pollard Davies Pty Ltd, a Melbourne-based planning consultancy. He worked extensively on the development of the Melbourne strategic plan, *Melbourne 2030*, as well as on water recycling policy. His experience in industry policy includes terms as Director, Resources and Development Division, Department of Premier and Cabinet, Victoria and as an Executive Director in the Department of State Development, WA. He also worked in Queensland as Executive Director, Office of Regional Development and Deputy Director-General, Department of Tourism, Small Business and Industry.

Emma Felton is currently a researcher and project manager of the ARC Discovery grant

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“Creative Suburbia” in the Creative Industries Faculty at QUT. Her PhD investigated urban change in inner-city Brisbane from a socio-cultural perspective. Prior to this, she worked as a manager/senior lecturer in educational web publishing, including teaching and research. She has published in the fields of urban sociology and online educational technologies and taught in media studies, cultural studies and cultural policy.

Terry Flew is Professor of Media and Communication at the Queensland University of Technology, Brisbane, Australia. He is the author of *Understanding Global media* (Palgrave, 2007), *New Media: An Introduction* (OUP, 2008 – Third Edition), and *Creative Industries, Culture and Policy* (Sage, 2010 (forthcoming)). He has also authored 28 boom chapters and 47 refereed journal articles, in journals such as *Media, Culture and Society*, *Journalism: Theory, Practice and Criticism*, *International Journal of Cultural Studies*, *International Journal of Cultural Policy* and *Television and New Media*. He has led research projects looking at citizen journalism and its relationship to public service media, suburban creativity and its implications for urban cultural policies, and the nature of audiences and new business models for digital news, and is a Chief Investigator on the Asian Creative Transformations work program of the Australian Research Council’s Centre of Excellence for Creative Industries and Innovation.

Associate Professor Marcus Foth is a Principal Research Fellow with the QUT Institute for Creative Industries and Innovation. He is the team leader of the Urban Informatics research group. He received a QUT Vice-Chancellor’s Research Fellowship (2009-2011), and a Smart Futures Fellowship from the Queensland State Government (2009-2011), co-sponsored by National ICT Australia (NICTA). He was an Australian Postdoctoral Fellow (2006-2008), and a Visiting Fellow (2007) at the Oxford Internet Institute, University of Oxford, UK. Dr Foth’s research explores human-computer interaction design and development at the intersection of people, place and technology with a focus on urban informatics, locative media and mobile applications. Dr Foth has published over sixty articles in journals, edited books, and conference proceedings in the last five years. He is the editor of the *Handbook of Research on Urban Informatics* (2009). He is the conference chair of OZCHI 2009, a member of the Australian Computer Society and the Executive Committee of the Association of Internet Researchers.

Simon Freebody is a researcher at the ARC Centre of Excellence for Creative Industries and Innovation. He has a BCom from the University of Queensland and is currently pursuing the degree of Master of International Economics and Finance also at UQ. His interests include economic geography, regional development and the economics of the creative industries. Simon currently works in a team with Peter Higgs on projects including the Creative Mapping Program and the Creative Business Benchmark.