

CP3: Creative People, Products and Places Symposium

The Politics of Creative Labour

Masterclass with Professor Mark Banks, Professor of Culture and Communication and Director of CAMEO Research Institute for Cultural and Media Economies, University of Leicester, UK



Event Details

Date & Time:

Friday 29 June 2018
1.00pm - 2.30pm

Location:

Room B2-O8, Building B
UniSA Magill Campus

RSVP:

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'Creativity' is both an economic 'good' associated with the global sector of the cultural and creative industries, and an aspiration for workers in many new occupations. Digital working has also given rise to new understandings of creative practices and creativity. Creative work, that is work in the cultural and creative industries, is a sector of the contemporary economy that is experiencing growth, but with it an increase in the numbers of people seeking to make a living from 'doing what they love'; a situation exacerbated by the expansion of creative industries higher education training. As a result, while the benefits of working in the sector are lauded by many, creative work is also increasingly identified as at the forefront of wider cultural, social and economic trends around the wider growth and thus normalising of precarious (self) employment, and flexible job locations and hours underpinning the wider post-Fordist economic landscape. It is in this context that a growing body of critique is emerging that throws cold water on some of the grander employment claims implicit in much creative economy discourse, notably including scholarship inspired by Italian autonomist thinkers and the conceptualization of 'immaterial labour', as well as increasing questions about the lack of diversity and 'creative justice' at the heart of the contemporary creative economy. The normalising of connections between work and non-work, professional life and formerly personal aspects of people's lives are of course also central to academic accounts of creative working.

For over two decades, Angela McRobbie's work has been at the forefront of understandings of creative work. Similarly, Mark Banks is recognised as one of the leading contemporary critical scholars of cultural work and the creative economy.

Taking as its starting point a reading of Chapter 2 ('Unpacking the Politics of Creative Labour') of McRobbie's most recent book *Be Creative* (2016), this masterclass explores the realities of contemporary creative labour and invites participants to situate their own research and experience within the context of this international scholarship. It will take as its starting point for discussion the provocations:

- What are McRobbie's key arguments, overall, about the politics of 'creative labour'?
- How does this compare with your own understandings of working in the creative industries?
- How does the Australian/Adelaide creative marketplace fit in terms of these issues?
- What kinds of methods or approaches to study might allow us to better understand how creative labour is developing or changing?

Mark Banks is Professor and Director of the CAMEO Research Institute for Cultural and Media Economies at the University of Leicester, UK. His research focuses on cultural industries, cultural policy, work and employment, and cities and urban culture. He is the author of *The Politics of Cultural Work* (2007) and *Creative Justice: Cultural Industries, Work and Inequality* (2017). He is currently writing about cultural industries, time and work and a critique of growth in the creative economy.