

Cultural and Creative Industries: taking advantage of technological change

Cultural and Creative industries are vital to a vibrant and inventive society. However, the digital era is blurring industry boundaries and causing a shift in workforce skills needs. The introduction of the National Broadband Network (NBN) will offer immense benefits but will also require skills development to meet new service requirements.

Innovation & Business Skills Australia's (IBSA) Environment Scan (Escan), *Skilling diverse workforces – innovation, leadership and beyond* and the *Cultural and Creative Industries Escan* provide an analysis of the social, technological, economic and labour market environments influencing workforce development and skills demand in the Cultural and Creative industries.

A trend identified with the cultural and creative workforce is that the speed of technological change is affecting artistic production, ownership and presentation as well as audience and consumer access. The Escan also reported that training packages need to respond to the diverse skills needs that are now essential in these industries; moving beyond the technical and artistic domain into business management, entrepreneurial and customer relations skills.

New technologies and innovation are leading to the development of new services and the risk for businesses that do not embrace new technologies is high. Australia's NBN is one of the biggest opportunities for change within the workforce but it is still not clear what opportunities will emerge and what related skills will be needed in future businesses; identifying core skills for future work will continue to be challenging.

Escan 2011 identifies future workforce challenges in developing sufficient skills in arts business capacity, sustainability, technology, building a learning culture and engaging in the global economy and global skills mobility. Demand for critical future skills is expected in arts-specific business skills, marketing and communications, copyright and intellectual property, as well as technical and digital skills relevant to specific art forms.

Recommendations from Escan 2011 are that government, industry and employers, training providers and IBSA develop strategies to engage micro, small and medium business in workforce development, continue to ensure Training Package qualifications align with global benchmarking standards, investigate and respond to the need for cross industry qualifications and develop models that support articulation to higher education programs.

Looking ahead to Escan 2012, IBSA is undertaking a national survey of industry associations and a series of national industry consultations to identify the most pressing workforce development issues in the Cultural and Creative and other industries; Escan 2012 will be available in March 2012.

The *Cultural and Creative Industries Escan* is available on the IBSA website
<http://www.ibsa.org.au/news-and-projects/environment-scan.aspx>