

FACT SHEET

CREATIVE INDUSTRIES INNOVATION CENTRE - FACT SHEET

The Creative Industries Innovation Centre (CIIC) is part of the Australian Government's Enterprise Connect initiative. The CIIC helps small and medium size enterprises in the Creative Industries improve their operations, productivity and competitiveness by providing professional business advisory and development services.

What Services Are Available?

A Business Review

Eligible SMEs are matched with an experienced Business Adviser who works with them to:

- Understand the firm's strategy and business operations
- Identify strengths and opportunities, including benchmarking against best practice
- Assess potential areas for growth and improvement
- Help firms access world-class business tools, processes and technology

Business Reviews are provided at no financial cost to the firm.

The Business Review is undertaken collaboratively with the business's management and, where appropriate, other staff. Importantly, the Business Advisers visit the organisation as often as required to get a thorough and close-up and personal view of the operations.

The Review itself provides an independent point of view about your business through discussions on customers, innovation, markets, personnel issues, marketing and promotion, internal systems & processes, and business planning issues.

Tailored Advisory Service

It's one thing to know what you need to do; it's another to make it happen.

Enterprise Connect encourages SMEs to implement the findings of the Business Review by providing financial support to deliver on the recommended change projects. Typical projects may involve business strategy planning, human resource issues, process management, export strategy or business and quality management systems.

Enterprise Connect contributes half the cost of approved projects, up to a maximum of \$20,000.

In addition to these core services, the CIIC also provides businesses with access to a range of complementary services delivered by our partner organisation the University of Technology Sydney. Details of these services are available from the Enterprise Connect Hotline on 131 791.

Who Is Eligible?

The Creative Industries Innovation Centre aims to help established SMEs working in the following, or similar, sectors:

- Architecture
- Advertising
- Design
- Games
- Film
- Music
- Performing Arts
- Publishing
- Television
- Radio
- Visual Arts
- Interactive Content
- Writing

The SMEs also need to:

- have filed Business Activity Statements for at least three consecutive years
- have turned over from \$1 million to \$100 million in the previous financial year
- be solvent
- have not received similar Business Review assistance from other Government (Australian, State or Territory) programs within the past three years

To be eligible for the Tailored Advisory Service, SMEs must have completed a Business Review with a Business Adviser.

Who Are the Business Advisers?

Enterprise Connect Business Advisers have varied backgrounds, including significant private-sector management experience at a senior level. As professionals working within a government program, the Business Advisers are able to provide an independent service from which they do not gain personally. This is a unique and highly-valued feature of the Enterprise Connect program.

The Business Advisers have access to a vast array of industry contacts, tools and resources, which they draw upon to deliver high-quality advice to the SMEs with which they work.

What is Enterprise Connect?

The CIIC is one of 12 Enterprise Connect centres which support a national network of Business Advisers through Australian Government funding of around \$50m per annum. Enterprise Connect provides comprehensive support to Australian small and medium sized enterprises to help them become more innovative, efficient and competitive. Enterprise Connect is part of the Department of Innovation, Industry, Science and Research.

How Do Firms Apply?

The application process is simple and quick. Call Enterprise Connect on **131 791** or visit **www.enterpriseconnect.gov.au**