

# GRADUATE CERTIFICATE IN **CREATIVE BUSINESS**

*Learn how to build a viable creative business and lead a sustainable creative life.*

## **HOTHOUSE: 21st Century Screen Production**

What does a 21st Century content business look like? Starting from a blank canvas, we'll help you answer that question.

The screen industries globally are experiencing the biggest boom- and the greatest disruption - since the invention of television.

Streaming services are creating demand for new forms of 'niche' content that had no place in the old mass media world, while spending on content is ballooning to unprecedented levels.

The opportunities for Australian producers are truly amazing but also deeply challenging.

In this stream, you will work with some of Australia's most successful screen producers - Imogen Banks, Robert Connolly, Chloe Rickard and Vincent Sheehan - to figure out how to make the most of the emerging world of on-demand content.

Led by Dr David Court, you will explore the practice of showrunning, the business implications of storyworlds and universes, the financing strategies, and the evolving business structures.



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**WHEN** August 2021 to June 2022

(But if life gets in the way, you have up to 3 years to complete the course.)

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**WHERE** The course will be delivered online and - COVID permitting- in face to face workshops in Sydney, Canberra and Melbourne.

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**TIME COMMITMENT** The course is structured for part-time study in 4 eight-week blocks, each comprising of about 40 hours of lectures and workshops

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**FEES** The course comprises 4 units each priced at \$3,125. Students may apply for FEE-HELP.

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**QUALIFICATION** Graduates will be awarded a Graduate Certificate in Creative Business from the University of Canberra.

# HOTHOUSE: COURSE LEADER PROFILES

## DR DAVID COURT



David is Founder and CEO of Compton School, Australia's first business school for the creative industries.

David was Founding Director of the Centre for Screen Business at AFTRS and has been involved in the financing of more than a dozen film and television productions including *Strictly Ballroom*, *The Wiggles Movie* and *The Animated Leunig*.

He was policy architect of the Film Finance Corporation established by the Australian Government in 1998. David holds a PhD from the Crawford School of Public Policy at ANU.

***“The screen industry is facing unprecedented disruption, and from that disruption comes unprecedented opportunity. This course will assist creative producers understand and seize these opportunities.”***

Under David's leadership, course participants will learn from and work with four of Australia's most successful screen producers.



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# HOTHOUSE: COURSE MENTORS

## ROBERT CONNOLLY



Robert is an Australian film director, producer and screenwriter behind multiple award-winning productions including films *The Dry*, *Paper Planes*, *The Turning*, *Balibo* and *Romulus, My Father*.

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## IMOGEN BANKS



Imogen is a multi award-winning creator and producer. Her work has been nominated for over 50 AACTA, Logie, AFI and ASTRA awards collectively. Productions include Foxtel drama *Dangerous*, Showtime series *Tangle*, Network Ten hit series *Offspring* and *Puberty Blues*, Nine Network mini-series *Gallipoli*, ABC mini-series *The Beautiful Lie* and *Sisters* for Network Ten.



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# HOTHOUSE: COURSE MENTORS

## CHLOE RICKARD



One of Australia's most dynamic and innovative producers, Chloe is Partner and Head of Production at Jungle. She has produced ABC's *Wakefield*, two seasons of *Here Come the Habibs* for Nine Network, *No Activity* (Stan's first original commission) and *Soul Mates* for ABC and NBC Universal, along with *The Moodys*, *A Moody Christmas*, *Elegant Gentleman's Guide to Knife Fighting*, and over 200 television commercials.

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## VINCENT SHEEHAN



Vincent is a film and television producer and founding partner of the independent production company Porchlight Films. His producing credits include Kitty Flanagan's six-part comedy series *Fisk*, *Operation Buffalo*, *Jasper Jones*, *The Kettering Incident*, *The Rover* and *The Hunter*.



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## **THE CREATIVE BUSINESS CURRICULUM - WHAT YOU'LL LEARN**

For all students in the Graduate Certificate program, there is a shared core curriculum about starting, building, financing and managing creative business.

The shared curriculum has been developed by Compton School in collaboration with University of Canberra and its business school. It draws on the deep business know-how of the creative industries as well as traditional business school teaching.

Here's a summary:

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### **CREATIVE DECISION-MAKING**

Perhaps the most critical decision in creative work is choosing what to make. We draw on 100 years of Hollywood practice and recent work in experimental economics to show how to design a greenlight process and make better, strategic decisions. You'll learn how to map organisational decision-making processes, analyse trade-offs, and calculate the costs and benefits of the choices you face.

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## **INNOVATION TOOLBOX**

Creative work is fundamentally innovative: we make new things from scratch. In this unit you will be introduced to the toolbox of design thinking and other innovation methodologies. The goal will be to help you develop a growth strategy for your business in an environment of continuing, disruptive technological change.

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## **ENTREPRENEURSHIP**

Entrepreneurship is the art of starting and building new ventures. It is a necessary part of creative work. In this unit, you'll learn how to create and recognise compelling opportunities, manage risk, and attract the resources needed to transform opportunities into value. Topics include intellectual property, marketing, financial analysis, ethical thinking, business planning and managing growth.

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## **FINANCE FOR CREATIVE BUSINESSES**

Creative ventures are highly uncertain and variable in performance. What's more, the assets they create - mainly intellectual property- are intangible and hard to value. These characteristics present particular challenges in financing. In this unit, you'll learn how to integrate project financing with the demands of an ongoing business. You'll also learn how to build sample financial models and calculate Net Present Value and Internal Rate of Return - the core tools of financial analysis.

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## **OUR TEACHING METHODS**

Research shows people learn best when they can put the learning into practice, discuss what they're learning and interact with their peers.

For that reason, we emphasise active learning through tutorials and workshops, scaffolded by short, sharp lectures. These will be delivered online, at time that suit busy people. There will also be some face-to-face workshops but with the option of online participation.

We recognise that many students may not have been in a classroom for some years. But don't worry; you'll have access to study tutors who can show you the academic ropes and help you do your best work.

We'll also provide carefully selected, highly relevant readings and record all the lectures so you can review and catch up as necessary.

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## **YOUR PERSONAL CREATIVE BUSINESS PROJECT**

You will work on your own creative business plan, supervised by the Hothouse panel of expert producers. This will be the touchstone of the course, the focus to which all the teaching will contribute. There will be multiple opportunities to test and refine this plan as the year unfolds, under industry expert guidance.

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## BY THE END OF THE COURSE

You will have -

- An actionable creative business plan, ready to implement.
- A deep understanding of the key business disciplines including financial analysis, business planning and strategic choice.
- A network of true peers on which to draw in your future creative projects and business ventures.
- A postgraduate business qualification from one of Australia's leading universities.

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## INTRODUCING COMPTON SCHOOL AND UNIVERSITY OF CANBERRA

The course has been developed by Compton School in partnership with the University of Canberra.

Compton school is Australia's first creative business school, established in 2017 with the backing of some of Australia's most successful creative entrepreneurs. <https://compton.school>

University of Canberra is one of Australia's top 10 universities and is ranked in the top 2% of universities around the world.

[www.canberra.edu.au](http://www.canberra.edu.au)

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**PREREQUISITES** An undergraduate qualification or at least 3 years' experience in a creative business or industry.

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**CLOSING DATE FOR APPLICATIONS** We encourage you to lodge your application by 12th July 2021.  
Late applications can be made until 26th July 2021.

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**HOW TO APPLY** Please email application form (attached) to:  
[creative.business@compton.school](mailto:creative.business@compton.school)

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**DEADLINES** 12th July 2021 for early places.  
26th July 2021 for late applications.

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**QUESTIONS** Please read all FAQ's as your questions may be answered. Call Abi Tabone on 0408 331 565 or email  
[abigail.tabone@compton.school](mailto:abigail.tabone@compton.school) to discuss your queries or application in more detail.

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## FREQUENTLY ASKED QUESTIONS

### **When will I be advised if I have been accepted into Graduate Certificate of Creative Business?**

For early applicants, we will advise during week commencing 19th July. For late applicants, we will advise during week commencing 26th July.

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### **Is catering included in the program?**

No

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### **Are there assignments I will have to complete?**

Yes. You will be given assignments and they will be assessed. The assignments will be designed to complement the teaching and the 'doing'. All assignments will feed directly into your creative business idea.

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### **What should I bring to the course?**

You will need a laptop for Zoom sessions and an internet connection. Many of your assignments will be based on group work, so be sure to bring a collaborative attitude.

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## **When are classes held?**

The course work is designed for people who are working. As such, classes will be held outside of normal business hours, and on weekends in some cases. Schedule will be supplied well in advance of commencement of teaching.

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## **What are the required textbooks?**

Required reading and a bibliography will be provided upon commencement of the course.

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## **If I cannot attend a session, can I make it up?**

All classes over Zoom will be recorded, however it is strongly recommended that you attend each session. Meeting regularly with your peers and being involved in the discussion will be beneficial and enjoyable.

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## **How much course work is involved?**

Attendance at class is mandatory. Outside of class learning, you will need to do assigned reading, thinking and assignment work. It is all based around 'learning by doing', so the more work you put in, the more you will get out of the course.

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