

GRADUATE CERTIFICATE IN CREATIVE BUSINESS

Everything you need to know to build your business, creatively.

This course is designed for busy creative professionals. In it you will learn the fundamentals of starting, growing, funding and managing a creative business.

With a group of your creative peers, you will take part in case studies and group assignments, learning from each other and expanding your creative network. With the help of Compton's Creative Fellows, you will develop your own creative business plan. This will be the touchstone of the course, to which all the teaching will contribute.

By the end of the year, 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.

WHEN February to November 2022.

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

WHERE The course will be delivered through a combination of online lectures and tutorials and face-to-face workshops (COVID permitting) in Canberra, Sydney and Melbourne.

TIME COMMITMENT The course is structured for part-time study in 4 seven-week blocks across the year, with 3 hours of face-to-face teaching each week and a day-long workshop at the start and end of each block. Overall, the course requires about 10 hours work each week including teaching, study, assignments and your major project.

FEES The course comprises 4 units each priced at \$3,125. Australian applicants are eligible for Fee-Help from the Australian Government covering all course fees.

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

Build your business, expand your business network and earn a postgraduate business qualification all at the same time.

THE PROJECT

Throughout the year, drawing on the teaching and tutorials, you will work on a personal business project. This can be an existing business, a new business, a new creative project – or just an idea you think is worth developing.

You will be guided through the project by Compton's Creative Fellows – an amazing team of successful creative professionals who will help you do your best work, with advice, feedback, insights and mentoring.

By the end of the year, you'll be ready to take the next big step in your career.

THE TEACHING

The 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:

CREATIVE DECISION-MAKING

Creative Decision Making, taught by Dr David Court and Simon Hoy. How to make the big decisions in a creative business. Plus the accounting perspective: P&L, balance sheet and cashflow.

INNOVATION TOOLBOX

Innovation Toolbox, taught by Dr Mehves Cetinkaya-Sendas. Devising a growth strategy for your creative business.

ENTREPRENEURSHIP

Entrepreneurship, taught by Dr David Court. Structure, strategy and business planning for creative entrepreneurs.

FINANCE FOR CREATIVE BUSINESSES

Finance for Creative Businesses, taught by Dr Bomikazi Zeka. The fundamentals of financing and financial analysis.



DR DAVID COURT, COURSE LEADER



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.

Under David's leadership, course participants will learn from and work with Creative Fellows and UC experts in their fields.

MEET OUR CREATIVE FELLOWS

PIERS GROVE



Piers Grove is a Logie-nominated TV producer, who works on documentaries and comedy projects and has produced over 80 hours of original content for ABC, Nine, Foxtel and SBS. Piers also publishes the deadly serious regional newspaper, The Betoota Advocate, and the youth news service, The Daily Aus.

KYLEE INGRAM



Kylee Ingram is an Australian digital content/TV producer and entrepreneur. Kylee's extensive interactive work has received global recognition. Kylee has over 15 years of experience producing television including sports programs and documentaries around the world. Kylee has produced content for all free-to-air Australian broadcasters and her shows have been screened in over 100 countries..

SUE MASLIN, AO



Sue Maslin AO is one of Australia's most successful screen producers. Her latest feature, *The Dressmaker* (2015), grossed more than \$20m and became one of Australia's biggest box office smash hits. Other feature credits include *Road to Nhill*, *Japanese Story*, winner of 2003 AFI Award for Best Film, *Dominick Dunne: After the Party* and *Hunt Angels*, winner of the 2006 AFI Award for Best Feature Documentary Film.

DR CHRIS STEVENS



Dr Chris Stevens is a registered psychologist with over 25 years' experience of personal coaching, lecturing, public speaking, facilitating groups and training programs and consulting in a wide variety of organisations around the world. His doctoral research explored the nature and genesis of creative insight. He has worked with clients from television, advertising, the music industry, R&D, design, and architecture.

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..

DENISE ERIKSEN



Denise Eriksen is founder of Media Mentors Australia with Esther Coleman-Hawkins. She has worked as Head of Factual and Head of Current Affairs at ABC, and Head of Production and Development at SBS. Denise has run courses and training programs for BBC, ITV, ABC, SBS, NITV and TVNZ.

TESTIMONIALS FROM CURRENT STUDENTS

“The course has been a great intro to the fundamentals of shaping a coherent business story and structure, as well as financial and accounting concepts that I feel will really help me take the next steps in growing my business.”

“Learning in such a collaborative way means that I get access to a vast number of different people’s experiences and ideas. It has really stepped up my level of collaborative thinking.”

“Within six months of doing the course, we’ve created key relationships with broadcasters and co-producers in Canada, US and Europe.”

“Doing this course, I have learned that no obstacle is unique to me. There is an established body of business knowledge to draw on to tackle any decision I need to make in the business.”

“The range of age groups and levels of experience from emerging to well established gives the knowledge sharing great depth born out of innovation and novel ways to approach creative business.”

“It has sharpened my strategic thinking which has clearly been beneficial to the creative business idea we are developing, but, more surprisingly, in my daily life and career.”



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.

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



UNIVERSITY OF
CANBERRA

COMPTON
SCHOOL

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

CLOSING DATE FOR APPLICATIONS We encourage you to lodge your application by 31st December 2021. Offer of places will be made in early January 2022.

Late applications can be made until 21st January 2022.

HOW TO APPLY Please email application form to:
creative.business@compton.school

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 to discuss your queries or application in more detail.



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 20th December 2021. For late applicants, we will advise during week commencing 24th January 2022.

Is catering included in the program?

No

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.

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.



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.

What are the required textbooks?

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

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.

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.

