VC’s speech to launch the School of Creative Industries

Time: 4:00pm – 6:00pm
Date: Tuesday 26 June 2018
Place: Pridham Hall Mezzanine level function room.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Greeted by</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>4:00pm</td>
<td>Arrival of The Honourable Dr Susan Close MP</td>
<td>Greeted by Professor Jason Bainbridge, Head of School of Creative Industries who will escort to the function space</td>
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<tr>
<td>4:00pm</td>
<td>Arrival of The Honourable Ms Jayne Stinson MP</td>
<td>Greeted by (tba) who will escort to the function space</td>
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<tr>
<td>5:00pm</td>
<td>Arrival of The Honourable John Gardner MP</td>
<td>Greeted by David Lloyd – VC UniSA at entrance to Pridham Hall who will escort The Honourable John Gardner to function space</td>
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<tr>
<td>5:00-5:10pm</td>
<td>Enjoy refreshments</td>
<td>all</td>
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<tr>
<td>5:10pm</td>
<td>Official proceedings commence</td>
<td>Miss Kira Bain Tauondi Aboriginal College</td>
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<td></td>
<td>Welcome to Country performed – 5 mins only</td>
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<tr>
<td>5:15pm</td>
<td>Jason Bainbridge (MC) to open proceedings with 5 mins housekeeping, general intro, timelines</td>
<td>Professor Jason Bainbridge Head of School of Creative Industries</td>
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<td>5:20pm</td>
<td>Jason Bainbridge to introduce The Honourable John Gardner MP for brief speech (5mins)</td>
<td>The Hon John Gardner MP, Minister for Education</td>
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<tr>
<td>Time</td>
<td>Event Description</td>
<td>Speaker(s)</td>
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<td>5:25pm</td>
<td>Jason to thank the minister and introduce the Vice Chancellor for a 5 mins speech</td>
<td>Vice Chancellor Professor David Lloyd</td>
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<td></td>
<td>(holding slide on the screens)</td>
<td>Mic</td>
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<td></td>
<td>Professor Jason Bainbridge Head of School of Creative Industries</td>
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<tr>
<td>5:25 – 5:30pm</td>
<td>VC to complete brief speech (5 mins)</td>
<td>Mic</td>
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<td>Vice Chancellor Prof Professor David Lloyd</td>
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<td>5:30PM</td>
<td>Jason Bainbridge to welcome guests to enjoy the entertainment and refreshments</td>
<td>Mic</td>
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<td>Professor Jason Bainbridge Head of School of Creative Industries</td>
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<td>5:30-5:45pm</td>
<td>Photo opportunity</td>
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<td>VC, MPs, Jason Bainbridge, Jo Cys</td>
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<td>VC, MPs, Industry Partners</td>
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• The Honourable John Gardner MP, Minister for Education;

• Dr Susan Close MP, Deputy Leader of the Opposition, Shadow Minister for Education and Shadow Minister for Environment and Water;

• Ms Jayne Stinson MP, Shadow Minister for Child Protection and Shadow Minister for the Arts;

• Ms Sandy Verschoor, Adelaide’s Deputy Lord Mayor and a passionate supporter of Adelaide as a creative city;

• Our partners from Rising Sun Pictures, Matchbox Pictures, KoJo, Mighty Kingdom, SAFC, Channel 44, ABC and iView and SideFX; and

• the Principals of Adelaide’s coolest schools.

• Good afternoon.
Today we get a chance to help reshape the future of South Australia,

and that’s not a wild claim.

In the global, national and state economic environment that we find ourselves in

with traditional industries and business disrupted by technological advances,

and familiar blue collar jobs and white collar jobs disappearing,

we need new, innovative ways of thinking and doing.

Finding those new ways is the primary reason places like universities exist and
• I am delighted that with the launch of our newest School, UniSA is once again leading the charge to equip our students to make significant contributions to the economies they work in and the communities in which they live.

• What we have gathered here today are some of the most creative minds in South Australia,

• they are the forces behind our new School of Creative Industries,

• where our energies will be focused on educating and guiding the next generation of creative practitioners and design thinkers.

• These are the people whose work will help create new businesses to replace those we are losing.

• That might look like a tall order, but already creative industries across the world provide almost 30 million jobs.
• In 2016 in Australia creative industries were estimated to have contributed $90 billion annually to the economy.

• It is only natural that we, the University of South Australia, break new ground in creative industries;

• South Australia is where creative people have always gravitated.

• It is a state that has always showcased new writers and launched new operas.

• A state that has so much faith in creativity that practically every month the city has a creative festival of some kind or another:
  
  o Arts;
  o music;
  o literature;
  o dance;
  o food
• all are celebrated constantly throughout the year and creativity pours millions of dollars into the state’s tourism coffers.

• And before you decide that creatives are artists and writers who always manage to starve in garrets somewhere, this new creative economy involves the work of a collective of cultural sectors.

• Incorporating the cultural industries including the galleries, libraries and museums

• the so-called GLAM sector

• and the creative economy, the School of Creative Industries brings together arts, film, television, music, visual effects, performing arts, publishing, research and development, radio, journalism, public relations, games, software, Aboriginal studies and general artistic expression.
• Creative industries are distinguished from other fields in that creativity is used to create value for consumers.

• It’s not only one of the most rapidly growing sectors of the world economy,

• it’s also highly transformative in terms of income generation, job creation and export earnings.

• Creativity and culture also have a significant non-monetary value;

• they contribute to inclusive social development, to dialogue and to understanding between people.

• There’s a big myth around creativity

• that it is something you’re born with and that it’s only aligned with artistic pursuits.

• Creativity and exploring the many ways that a problem can be solved are core parts of engineering
• In fact, any profession you care to name would – or should – use creativity on a regular basis:

  o To take a fresh look at entrenched ideas; and
  o to re-think our way of doing things;

• Thinking outside the box is the only way that the complexities of living and working can be successfully tackled.

• Our world is globally connected and digitally disrupted.

• Being creative across all facets of our professional lives gives us the ability to re-think the way things are done.

• It is the only way to ensure our futures.

• The School of Creative Industries is offering studies at the cutting-edge of creative thinking and
• drawing connections between creativity, the arts, technology, and business.

• We are adopting an exciting way of educating future creative leaders and thinkers through co-creation with new collaborators and partners.

• It is possibly South Australia’s most connected university faculty with established partnerships with some of Australia’s most prominent and influential creative organisations, including
  
  o Rising Sun Pictures;
  o Matchbox Pictures;
  o Kojo;
  o Channel 44;
  o the South Australian Film Corporation;
  o Mighty Kingdom; and
  o ABC iView.
• We are also excited to welcome a new arrival to South Australia, global film, television and virtual effects giant, Technicolor, as one of our industry collaborators.

• Our students are able to study and learn in professional industry environments, learning from the best in the business under the mentorship of global leaders in industry.

• With UniSA’s School of Creative Industries South Australia can once again be the creative focus for the rest of the country.

• We have created here an outstanding opportunity to make a contribution that will turn our state’s economy around;

• to replace lost industries and to use our brains and not just our hands.

• Not necessarily to fill the streets with artists, but to install creativity in everything we do.
• Because innovation and creativity are the keys to building a vibrant and successful future.

• And we, at UniSA, with our new School of Creative Industries, are about to educate the next generation of creative thinkers who will make that future a reality.

• Thank you.