

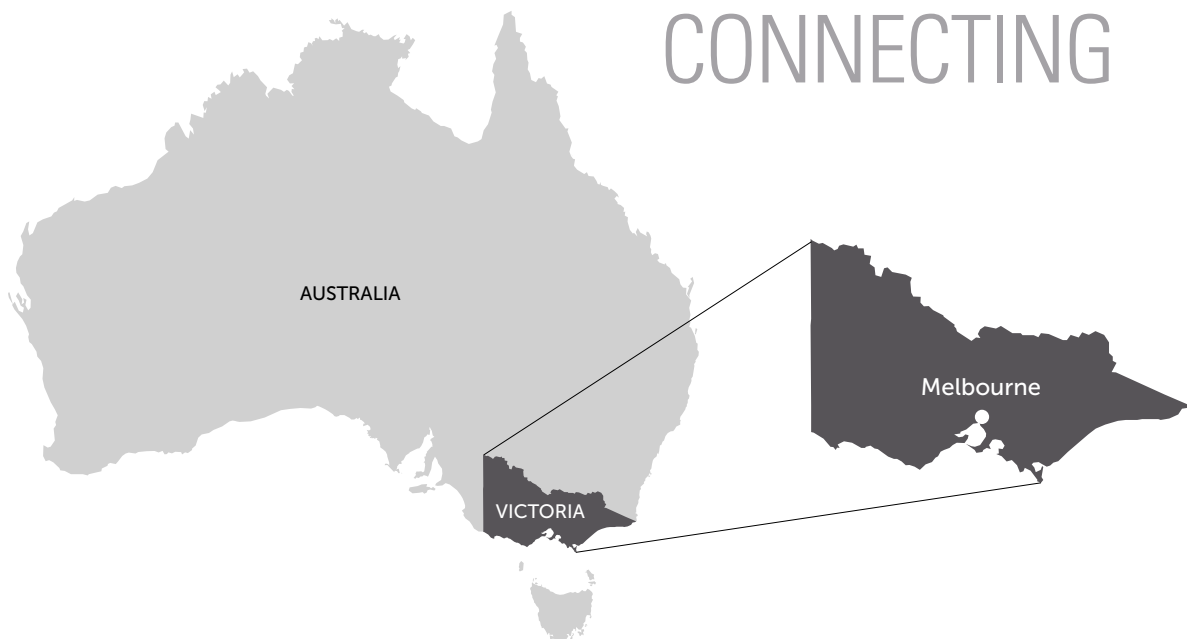
MELBOURNE

RESEARCH, EDUCATION AND TRAINING

CREATIVE
INDUSTRIES



MELBOURNE: LEADING INNOVATING CONNECTING





Melbourne and regional Victoria are a perfect blend of economic strength and dynamism, with a lifestyle that is envied around the world. Talented people, a world-class education system, supportive government and superior infrastructure make the state of Victoria a global leader in research, education and vocational training.

Victoria's research centres, universities and vocational training providers partner with industry, governments, non-government organisations (NGOs) and other educational institutions around the world.

They offer extensive opportunities for partnerships and program collaborations, including joint research initiatives, research and development services, licensing of materials, tailored curriculum development, joint program delivery, staff/student exchange, consultancy services and customised employee development programs.

For more information about Victoria's research, higher education and vocational training capabilities, contact your region's Victorian Government Business Office at: **invest.vic.gov.au/offices**.



CREATIVE INDUSTRIES IN MELBOURNE

Melbourne's status as one of the world's great creative hubs is internationally recognised.

From its skyline featuring some of the world's most exciting contemporary architecture, to its signature laneways where fashion, graffiti art, design studios, galleries and impeccably designed restaurants jostle for attention, the hum of innovation is unmistakable.

Melbourne's consumers have sophisticated tastes and enjoy a high quality of life and disposable income. Highly educated, discerning and fashion conscious, they are the base market for a range of creative industries with international stature.

Melbourne is a global influencer in creative industries spanning:

- Architecture
- Graphic, industrial, furniture and interior design
- Fashion and textiles
- Digital media and games and ICT entertainment.

More than half a million Australians now work in the creative sector, making it one of the fastest-growing, most dynamic segments of the national economy. Over 160,000 of these 'creatives' are value-adding in more traditional sectors, such as banking, manufacturing and government. This includes:

- digital interface designers helping to revolutionise the finance industry
- technical writers in online education export
- simulation and games experts making training environments for mining companies and defence operations.

ARCHITECTURE

Melbourne is a leader in design and architecture in Australia, with a strong profile and reputation as a creative city with a commitment to large-scale public art, design and architectural projects.

Melbourne's design capability and architectural credibility enhances its position as an international cultural and design destination in one of the world's most liveable cities.

Melbourne is home to internationally acclaimed architectural design practices including Woods Bagot, ARM Architecture, Lab Architecture Studio and Fender Katsalidis. A number of outstanding Melbourne practices have studios in Asia, Europe, the Middle East and North America, and provide design and planning expertise across sectors as diverse as aviation and transport; education, science and health; lifestyle and sport.

Melbourne's architecture industry is supported by the strong architecture faculties of Victoria's universities, which are internationally renowned for design excellence and are global leaders in architecture and building teaching. Their industry-designed and accredited programs are led by high-profile alumni who, as well as sharing their expertise with the next generation of architects, take advantage of the institutions' robotics, additive manufacturing and other advanced technologies to develop the design solutions of tomorrow.

Indeed, some of Victoria's most remarkable buildings have been designed for its universities; notable examples include RMIT University's Design Hub and Swanston Academic Building and Deakin University's Burwood Campus.

DESIGN

Like architecture, design disciplines such as landscape, interior, furniture, industrial, digital and graphic design are thriving industries in Melbourne. Beyond the cultural context, design is recognised as an important enabler of productivity and innovation, with the design sector contributing significantly to the economy.

Melbourne is recognised as Australia's "design capital" with a large, diverse and competitive design sector encompassing a broad range of disciplines from the industrial to the aesthetic. This reputation is enhanced with major design events that have international reach, such as the agldeas program and the biennial Melbourne Now exhibition at the National Gallery of Victoria.

As the centre for excellence in design and architecture in Australia, Melbourne's design capability is underpinned by the capacity of its universities and institutes of Technical and Further Education (TAFE) to deliver world-class design education and training.

Recognised for their design skills and design research capabilities, Victoria's design schools have produced major international talents in every design discipline and work with industry to ensure workforce training competencies keep pace with changing sector needs.

FASHION AND TEXTILES

Melbourne is widely acknowledged as Australia's fashion capital and as one of the Asia-Pacific region's most sophisticated fashion destinations.

It is the centre of the Australian retail industry – an exciting mix of international designer brands, flagship stores, local fashion retailers and world-class department stores. The city has a reputation for style and elegance while at the same time being fashion forward.

Victoria has a retail industry worth over A\$64 billion and greater Melbourne's retail locations include four of Australia's 10 largest shopping centres, one of which is Chadstone, the biggest shopping centre in the Southern Hemisphere.

Victoria is Australia's preferred head office for major Australian retailers including Myer and Country Road. International luxury brands with stores in Melbourne include Dolce & Gabbana, Gucci, Louis Vuitton, Chanel, Hermes, Bulgari, Burberry, Prada, Tiffany & Co and Cartier.

The city has produced a number of fashion designers with international profile, including Martin Grant, Toni Maticevski and Kit Willow.

Melbourne's fashion industry is underpinned by two of the world's premier fashion events, both major drawcards on the Melbourne calendar.

The annual Virgin Australia Melbourne Fashion Festival is the world's largest consumer and retail driven fashion event. The week-long festival includes world-class runway shows, featuring Australia's established and emerging designers, state-of-the-art production, beauty workshops, industry seminars and workshops, valuable networking events and world-leading business forums.

Melbourne Spring Fashion Week helps maximise opportunities for the Victorian fashion industry to capitalise on Melbourne's world-famous Spring Racing Carnival by staging an eclectic range of events and promotions. It also celebrates the expertise of Melbourne's milliners and made-to-measure designers.

Melbourne's fashion and textile institutes provide the clothing sector with state-of-the-art R&D and testing technologies and specialised training capabilities in areas including:

- Pattern making and pattern engineering
- Computer aided design
- Styling, couture, design and fashion forecasting
- Toiling, draping techniques and garment construction
- Couture sewing, tailoring and fitting
- Range planning, concept development, product management, public relations and marketing
- Advanced textiles, fabric manufacturing, testing and production
- Retail management, retail planning, brand strategies, and buying and merchandising practices
- Business planning, commercial skills and studio management.

DIGITAL MEDIA, DIGITAL GAMES AND ICT ENTERTAINMENT

Victoria dominates Australia's Digital Games sector and is home to approximately half of the national industry. Since 1982, when *The Hobbit* was created in the Atari Building in Melbourne, Victorian companies have been delivering world-class digital games for international markets.

Today, companies like Electronic Arts are creating successful games such as Real Racing 3, The Sims Freeplay and Flight Control from Victoria.

Melbourne is home to the Games Developers' Association of Australia and the Digital Games sector is supported by thriving music, animation and post-production industries. Melbourne also has one of the largest Motion Capture facilities in the Southern Hemisphere, located within Deakin University.

Underpinning Victoria's success in the Digital Games sector is the talent and resources provided by the state's higher education and vocational training sector, which offers nearly 30 individual digital entertainment courses in art, design, animation and programming.

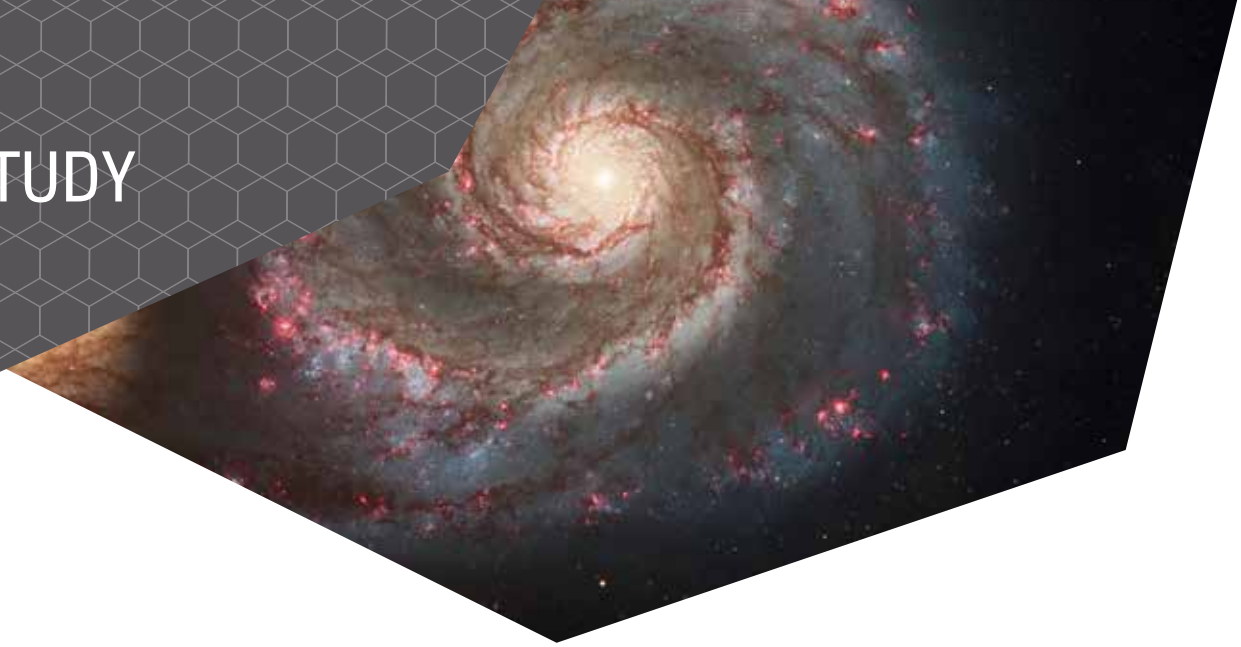
OTHER MEDIA

Melbourne's universities and technical and further education (TAFE) institutes are international leaders in other creative industries including film and television, theatre, music, visual arts and museum studies. See the Capability Statements section of this booklet for details of the expertise of individual institutions.

MELBOURNE IS A GLOBAL INFLUENCER IN CREATIVE INDUSTRIES INCLUDING ARCHITECTURE, FASHION AND DIGITAL MEDIA.



CASE STUDY



UNIVERSE COMES ALIVE ON THE GIANT SCREEN

Expertise and new technology from Swinburne University of Technology's Centre for Astrophysics and Supercomputing has helped bring the farthest reaches of the universe to the screen for the first time.

Moviegoers can explore the earliest galaxies, watch stars being born in vivid clouds of gas and dust, and tour the surface of Mars in *Hidden Universe*, thanks to a new giant screen documentary produced by December Cinema Productions in association with Swinburne University of Technology, the European Southern Observatory, Film Victoria and MacGillivray Freeman Films.

Swinburne researchers assisted the filmmakers to turn 2D images captured by the world's most powerful telescopes into IMAX-quality 3D images for the giant screen.

"We started with the highest resolution 2D images obtained from the telescopes, then used real scientific data provided by astronomers to remaster them as fantastic IMAX-resolution 3D images," explains *Hidden Universe* writer and director Russell Scott, himself a Swinburne alumnus.

"None of the simulations are make-believe. Every image is based on real data, be it Mars, a nebula, the Sun or a galaxy.

"We fly over landscapes of Mars mapped in 10-inch resolution – in such detail they almost look Earth-like, with their towering mountains, deep canyons and valleys, and clear signs of ancient lakes and rivers.

"When you see what the scientists have captured, and what Mars really looks like, it's a pretty mind-blowing experience."

For the Mars sequences, photographs from the Mars Reconnaissance Orbiter's HiRISE space camera were used. The highest-resolution photos of any planetary exploration mission ever obtained, these photographs were mapped onto detailed height data of the actual Martian surface to create 3D visuals of the red planet.

"You're seeing a real image, on a real height map, based on the real contours of Mars," Mr Scott said. "It's all real. This is not Hollywood dreaming."

The *Hidden Universe* trailer can be viewed at:
hiddenuniversemovie.com

"EVERY IMAGE IS BASED ON REAL DATA, BE IT MARS, A NEBULA, THE SUN OR A GALAXY."

DESIGNING TEMPORARY BUILDINGS OF PERMANENT QUALITY

The Melbourne School of Design at the University of Melbourne collaborated with education and design partners across Australia on a research project to bring prefabricated classrooms into the twenty-first century.

Prefabricated buildings are widely used by education departments to cater for changing school sizes as a result of shifting demographics, in emergency situations after devastation such as fire or flood, and to provide facilities in remote locations.

These temporary buildings accommodate a quarter to a third of students in some Australian states and are a significant component of school infrastructure within both state and private schools.

However, prefabricated classrooms have been typified by their utilitarian appearance and often carry a 'stigma' of being 'second best'. They are intended to be temporary but in practice they frequently become semi-permanent or permanent.

For a multidisciplinary team of researchers at the University of Melbourne, and their industry partners, the convergence of developments in sustainable school design, twenty-first century pedagogies and emergent technologies in manufacturing meant the time was right to transform the notion of the prefabricated classroom.

The Future Proofing Schools project brought together the education departments of five Australian states, two architectural practices, the Victorian Government Architect and many other stakeholders.

The wide-ranging research program has promoted an innovation culture within school design that will have flow-on effects in promoting a healthy start to life in which smart, green, and educational imperatives are aligned.

Researchers visited schools across Australia to understand educational issues and challenges. They also had conversations with manufacturers, architects and client groups internationally, to understand emerging techniques in prefabrication and sustainability and to highlight opportunities, constraints and inspirational new ideas.

The outcome was a series of reference documents outlining best practice across four fields:

- Twenty-first century learning
- Sustainable school environments
- Landscape integrations and connections
- Prefabrication and mass customisation.

The project group has published their findings in formats accessible to industry.

These findings also formed a best practice brief for a design competition which attracted over 100 entries from architectural practices, students and construction companies specialising in prefabricated buildings.

One winning entry has already been built for use at a primary school in the Australian Capital Territory and another winning entry is currently under consideration for use in Christchurch, New Zealand, to provide temporary buildings following their devastating 2010 earthquake.

"The competition has had a tangible impact on the construction industry, the design industry and the education industry," says Associate Professor Clare Newton of the Melbourne School of Design. "It has introduced new players into the area, it has made prefabrication suppliers more informed about the educational requirements of these buildings, and education departments have been challenged not to think of prefabricated buildings as the poor cousins of permanent buildings."

The project was funded by an Australian Research Council Linkage Project grant and contributions from partner organisations.

THE WIDE RANGING
RESEARCH PROGRAM
HAS PROMOTED AN
INNOVATION CULTURE
WITHIN SCHOOL DESIGN
...IN WHICH SMART,
GREEN, AND EDUCATIONAL
IMPERATIVES ARE ALIGNED.



CASE STUDY

CASE STUDY



THE EXERTION LAB'S WORK DRAWS FROM RESEARCH STREAMS INCLUDING INTERACTION DESIGN, HUMAN COMPUTER INTERACTION AND GAMES RESEARCH.

THE JOGGOBOT

A flying robot that keeps joggers company is attracting worldwide attention.

A robot may never replace a good friend or a personal trainer but, as the Exertion Games Lab at RMIT University is exploring, it could provide the motivation people need to maintain regular exercise.

The Joggobot is a project of the Exertion Games Lab within the School of Media and Communications at RMIT University. The Lab is headed by Dr Florian "Floyd" Mueller, a graduate of the MIT Media Lab and Fulbright fellow from Stanford University.

"Our aim is to inspire thinking about how technology, such as robots, can get people excited about being physically active again," Mueller says.

"We use Joggobot to explore questions such as: 'Will jogging with Joggobot motivate you to run faster?' or 'Can Joggobot make you enjoy running more?'"

The Joggobot is a quadcopter – a lightweight flying device – fitted with a camera programmed to respond to a marker on the runner's t-shirt. When it sees the t-shirt marker, the Joggobot ascends and tracks the marker, maintaining a consistent speed and proximity, effectively making it an electronic jogging companion.

"The Joggobot can function in two modes, as a companion or like walking the dog, or like a coach, pushing you a little harder," Mueller explains.

The Joggobot is one of around a dozen highly innovative Exertion Games Lab research projects that interrogate the intersection of technology, the human body and play. The Exertion Lab's work draws from research streams including interaction design, human computer interaction and games research.

"Here at the Exertion Games Lab, we're inventing the future of gaming in order to understand how to design better interactive experiences, in particular games that require intense physical effort from players," Mueller explains.

"The culture in the Lab is one of interdisciplinary work fostered by creative scientists, designers, artists and engineers from all over the world."

COMPUTER GAME TEACHES WORKPLACE SAFETY

An award-winning computer game designed at Victoria University could save lives.

The White Card Game provides an engaging way to deliver staff training in occupational health and safety for the construction industry.

This training is a prerequisite for people working in the construction industry and teaches workers the basics in the prevention of injury and illness in the workplace.

As many workers who enter the construction industry are not academically minded, a computer game can be a more effective method of delivering this important training than traditional classroom teaching methods.

"Games are a medium that young learners are likely to be highly literate in and responsive to, even when disengaged with other social or learning structures," said the game's creator, Mark O'Rourke of Victoria University's Serious Games Group.

The White Card Game also has the benefit of enabling players to identify, control and report workplace hazards on a construction site without exposing them to the dangerous scenarios it demonstrates.

"As long as students are actively engaged in the game they absorb the information as they would in real life," he said. "Of course the advantage of the game environment is they can learn by trial and error without anyone actually losing a hand or their life."

The game won bronze at the 2013 IMS Global Learning Impact Awards in San Diego, USA, which recognise the most powerful and influential uses of technology worldwide in support of learning.

"The game's production has embedded within it the accumulated knowledge of years of serious games trial and error at Victoria University, including a number of products, at least three technologies and program areas, and a large number of people," O'Rourke said.

The project is a collaboration between Victoria University and Oztron Media and was funded by the National VET E-learning Strategy.

For a sample of the game, search 'White Card Game' on YouTube.

"THEY CAN LEARN
BY TRIAL AND ERROR
WITHOUT ANYONE
ACTUALLY LOSING A
HAND OR THEIR LIFE."



Shadows
encase
the
walls.

⇒ CHOOSE AN OBJECT FROM
THE ROOM...

DRAW IT:

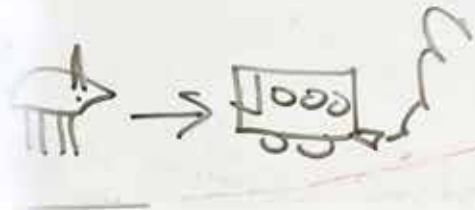
① USING A PEN/PENCIL
→ " PAINT
→ " CHARCOAL

② DRAW YOUR OBJECT
AS A:
→ SILHOUETTE

→ FROM
TORN

Hello

→ USE
STEP



OM

③ → WITH YOUR
PREFERRED HAND
(DETAILED?)

→ OPPOSITE HAND...

→ BOTH HANDS

CIL...



SUBJECT

QUEEN



CUT or
PAPER...

AS
NCIL/STA





Key areas of expertise

- Diploma and Advanced Diploma of Screen and Media, majoring in Games Development and 3D Animation.

Research/program delivery capabilities

Academia International offers diplomas and advanced diplomas in screen and media with majors in animation and 3D animation. These courses take students from initial concept art using Photoshop and the very latest Wacom graphics tablets, through to 3D modelling in Maya and Mudbox, to animation, lighting design and camera work.

Students use the latest industry software for game and film graphics so that they graduate 'studio ready' with a first class folio and showreel published on their own YouTube channel.

ACADEMIA INTERNATIONAL

Academia International won the Excellence in International Education: Private Education and Training award at the Victorian International Education Awards 2013 and was the Australian Council for Private Education and Training (ACPET) International Provider of the Year in 2012 and 2013.

It is recognised for delivering training in skill shortage areas across the hospitality, personal care, community services, business and commerce, information technology and digital arts sectors.

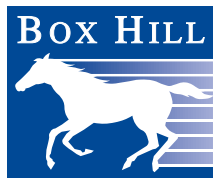
Academia International's English school is a full member of English Australia. Curriculum is developed with an industry and job-ready practicality in mind, utilising the latest industry tools and applications, with project work enabling the student to connect with industry wherever possible.

Key contact

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Managing Director

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academia21.com



INSTITUTE

Global Educators

Melbourne - Australia

Key areas of expertise

- Music Performance, Composition and Audio Production
- Design and Graphic Design
- Interior Design and Decoration
- Textile Arts
- Jewellery Design
- Dance (Teaching and Management)
- Fashion
- Music Business
- Screen and Digital Media (Broadcast Television)
- Sound Production
- Live Production, Theatre and Events
- Professional Writing and Editing
- Visual Arts

Research/program delivery capabilities

Box Hill Institute offers a progressive range of courses from certificates to degrees so that students can start their learning at a level that suits them. The Institute's degrees offer an unparalleled combination of applied learning with teaching that focuses on nurturing creativity and innovation.

The Institute is home to a dedicated Centre for Creative Industries, which includes both vocational (VET) programs and higher education degrees. It currently has auspiced VET programs in Kuwait, Saudi Arabia and Iran (Fashion, Graphic Design and Interior Design and Decoration). Box Hill Institute's VET programs are mostly from accredited Australian training packages, which are endorsed and maintained by the relevant Industry Skills Council.

BOX HILL INSTITUTE

Box Hill Institute is a leading Victorian vocational and higher education provider known for its collaborative and creative approach to education in Australia and overseas. Box Hill Institute has six campuses in Australia and 22 international extended campuses and offers a wide variety of courses to both local and international students. It has been the recipient of many awards and achievements, including the coveted Victorian Large Education Provider of the Year 2012, and the International Training Provider of the Year at the Australian Training Awards 2013.

Box Hill Institute's courses in arts, music, fashion design, professional writing, sound and technical production, dance (teaching and management), graphic design, jewellery design, interior design and visual arts offer training in current industry practices as well as the opportunities to develop students' full creative potential.

In Australia, all programs are delivered at Box Hill campus except for Visual Arts, which is delivered at the Council for Adult Education in Melbourne. The staff are industry professionals and equipment and facilities include the industry standard software and technology.

The Institute's degree programs are well established, with renowned staff and academics. Its degree programs give learners the opportunity to go on to further postgraduate study or to build successful careers in the disciplines of music, music business and fashion.

Many of the Institutes programs include industry projects and/or work experience. Whilst all courses incorporate face-to-face learning, some have potential for off-campus or industry delivery, and most include online learning modes.

Key contacts

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Key areas of expertise

- Animation and Motion Capture
- Dance and Drama
- Film and Television
- Photography and Visual Arts
- Visual Communication Design
- Media and Communication
- Professional and Creative Writing
- Literary Studies

Research/program delivery capabilities

The School of Communication and Creative Arts within the Faculty of Arts and Education offers courses that produce graduates who investigate how the world works, creatively imagine new possibilities, and then change the world through acts of story-making and story-telling, in visual and written forms, across disciplines including film, photography, performance, visual art and design, animation, media and communication.

The School finds, makes and shares new knowledge in the creative and communicative arts through scholarly, creative and professional research. Research is cross-disciplinary, emphasising innovation at the nexus of art and science, and is supported by facilities that provide physical space and technologies for the creative exploration of future possibilities.

DEAKIN UNIVERSITY

Deakin University is one of Australia's largest and fastest growing universities providing learning, teaching and research opportunities across multiple campuses and innovative use of online technology through Cloud Deakin. World university rankings evidence Deakin's well established reputation for excellent teaching, innovative course delivery, high level student satisfaction and world-class research aligned to industry and community needs.

The School of Communication and Creative Arts offers a range of cutting-edge courses. It has extensive programs of work-integrated learning, global study tours, industry-standard facilities and a model of pedagogy that emphasises excellence through creative and professional practice, as well as world-leading television and motion-capture production facilities.

Deakin University offers courses at both undergraduate and postgraduate levels, including PhDs.

The School's collaborative research endeavours bring together communities and scholars, as well as linking with other leading Australian universities. Staff are associated with several of Deakin's Strategic Research Centres, principally the Centre for Memory, Invention and Imagination; the Centre for Intelligent Systems Research; and the Centre for Citizenship and Globalisation.

deakin.edu.au/arts-ed/scca/index.php

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Key areas of expertise

- Fashion Design and Technology
- Fashion Business (Buying and Forecasting)
- Textile Merchandising
- Retail and Visual Merchandising
- Millinery
- Hair and Beauty
- Product Development
- Digital Technology
- Textile Library

Research/program delivery capabilities

Kangan Institute's Centre for Fashion and Creative Industries provides students and industry participants with access to leading-edge machinery and equipment, from knitting machines, digital printers and sewing cells for product innovation to body scanners/digitisers, steam pressing equipment and more.

Industry-relevant training for the textiles, clothing and footwear sector is available at the Institute's purpose-built Textile and Fashion Hub, a facility created in partnership with the Council of Textile and Fashion Industries of Australia (TFIA) and the Australian Government. The facility allows students and industry participants to not only benefit from customised and relevant training solutions, but also take advantage of opportunities to innovate and collaborate with like-minded individuals using the space. A new Textile Library is also being developed on campus.

KANGAN INSTITUTE

As one of Australia's largest government technical and further education (TAFE) institutes and a major training provider for the automotive, aviation, fashion and health industries, Kangan Institute has been delivering vocational education and training services internationally for over 15 years.

Fashion programs are delivered at the A\$4.6 million Centre for Fashion and Creative Industries in Richmond, which also incorporates the Council of Textile and Fashion Industries of Australia (TFIA) industry-endorsed Textile and Fashion Hub.

Students benefit from learning in the heart of Melbourne's fashion precinct close to suppliers and some of Australia's biggest fashion houses. The campus features industry-simulated areas devoted to millinery, textile testing, digital technology, computer-aided design (CAD) and computer-aided manufacturing (CAM), garment construction, pattern making, visual merchandising, and hair and beauty.

Students can also access wireless connectivity across campus and make the most of learning resources, study tours and workshops worldwide through state-of-the-art webinar hosting capabilities.

Training partnerships have also been forged overseas. A recent partnership with the Nantong Textile Vocational Technology College in China sees the joint delivery of English language and diploma courses to students in China. The program has resulted in a significant number of graduates successfully completing Australian accredited courses in International Business and Fashion.

Kangan Institute also has partnerships with the Textile Institute, Fashion Group International and Fashion Technicians Association Australia.

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kangan.edu.au/centre-for-fashion



LA TROBE
UNIVERSITY • AUSTRALIA

Key areas of expertise

- Art History
- Art Theory
- Communication Technology and Digital Media Studies
- Creative Writing
- Drama, Theatre and Performance Studies
- Film and Television
- Fine Arts
- Journalism Studies
- Literary Studies
- Literary Theory
- Media Studies
- Screen and Media Culture
- Visual Communication

Research/program delivery capabilities

Drama, Theatre and Performance Studies

Research in Shakespeare in performance, early modern theatre and drama, performance and sexuality, performance practice and theory, gender identity and Australian theatre, circus, new circus and physical theatre, performing emotions and their social meanings.

Creative Writing

Literature and journalism, postmodern fiction, nineteenth century fiction, romantic popular culture, female literary history and women's literature, gothic fiction, film and television, popular fiction, autobiography, the English and American novel and Australian literature and writing.

Film and Television

Film and television studies, film and television production, comedy and drama and documentary production, non-fiction film and television and constructions of reality. Popular current affairs television, television news and television commercials. Gender and identity in popular culture, film and television studies.

LA TROBE UNIVERSITY

La Trobe University's Faculty of Humanities and Social Sciences' research profile is very strong. It has over 30 elected Fellows of the Australian Academies of either Humanities or Social Sciences. The Faculty staff work in six of the University's research strengths, and regularly excel in nationally competitive grants schemes.

Many members of the Faculty provide public commentary and critical discussion on various contemporary events and issues; they are acknowledged experts in their fields and have high public profiles. The Faculty is among the strongest in Australia with regards to research and publications.

La Trobe University is at world standard in Performing Arts and Creative Writing, Cultural Studies, Literary Studies, Journalism and Professional Writing.

Affiliated organisational areas include the Research Centre for Contemporary Greek Studies, Centre for Creative Arts and the Trendall Research Centre for Ancient Mediterranean Studies.

Fine Arts

Research focusing on the landscape including expectations of nature and how people collectively and individually project them back upon the landscape and the self, visual analogy and the engineered world, expressed in a metaphorical landscape format.

Visual Communication

Includes research on typography, perception and visual communication, art and visual culture and visualisation in art and science through imaging and installation.

Key contact

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latrobe.edu.au



MONASH
University

Key areas of expertise

- Film Culture and Theory
- Research in Literary Studies
- Media Studies
- Performance
- Centre for Australian and Postcolonial Writing
- Centre for the Book
- European Philosophy
- Communications and Media Studies
- Theatre and Performance
- Literary Studies
- Film and Television
- Visual Culture
- Communication Design
- Industrial Design
- Interaction Design
- Interior Architecture
- Architecture
- Fine Art
- Art History and Theory
- Curatorial Practice

Research/program delivery capabilities

Academic staff within Monash's Faculty of Arts have national and international research reputations in their fields of expertise and engage with contemporary issues such as:

- the impact and value of creativity
- the nature and value of the aesthetic
- the role and influence of media in contemporary life.

Monash Art Design and Architecture (MADA) researchers draw on diverse approaches in contemporary visual culture and the built environment to generate ideas and undertake practice that leads to the creation of new paradigms, novel approaches and fresh insights.

At MADA, research strives to address two grand challenges: Building a Sustainable Urban Future and Shaping Visual and Spatial Culture.

MONASH UNIVERSITY

Monash University has become the largest university in Australia, renowned for its outstanding teaching, transformative research, international reach and extensive alumni network. Monash is a global university possessing the ambition and ability to address momentous global challenges. Monash has campuses in Australia, Malaysia and South Africa and major partnerships with universities in China, India and the UK.

Monash Art Design and Architecture (MADA) is at the forefront of education and research in the creative arts and design disciplines. The Sir Zelman Cowen School of Music at Monash is consistently ranked among the best music schools in Australia.

Researchers from varied backgrounds, including professional artists, designers, architects and theorists, work together to produce vibrant, innovative, creative research that addresses the social, economic and human issues facing Australia. Monash also provides opportunities for students to make a difference. The University's unique master and PhD degree courses focus on studio-based research; developing outcomes which are then contextualised in a final thesis.

The Sir Zelman Cowen School of Music at Monash is consistently ranked among the best research schools of music in Australia and leads the country in internationally recognised ethnomusicology.

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Key areas of expertise

- Illustration, Music, Music Industry, and Writing and Publishing
- Music Performance, Music Business, Music Sound Production
- Film and Television Production
- Live Production, Theatre and Events

Research/program delivery capabilities

NMIT has an excellent reputation for high quality training, practical performing opportunities, one-on-one teaching in performing arts, collaboration amongst students across discipline areas, and connection to industry networks.

The Institute prioritises opportunities for real-life performance and production using industry-standard recording studios, high definition television facilities and commercial video and editing facilities. Music students have access to state-of-the-art rehearsal and practice facilities, computer laboratories with the latest software, and fully equipped performance theatres.

Students are actively involved in commercial productions based around NMIT professional facilities.

NMIT is a frequent winner for best tertiary photographic institution in Australia, an award based on student achievement in a national competition.

NMIT's Melbourne Polytechnic at Prahran opened in 2014 and is establishing a Creative Industries educational precinct in the heart of one of Melbourne's best known creative communities.

NMIT

NMIT offers four unique degrees in specialised vocational study areas of Illustration, Music, Music Industry and Writing and Publishing.

NMIT offers expert training by leading industry professionals in the areas of music, performance, music business management, television and video production, and sound production. NMIT's Performing Arts department has industry-standard recording studios and high definition television facilities providing video and editing facilities to a broad range of industry clients.

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Key areas of expertise

- Advertising
- Architecture
- Art
- Design
- Design Innovation and Technology
- Fashion Design
- Fine Art Practice
- Games and Animation
- Gold and Silversmithing
- Industrial and Product Design
- Interior Design
- Landscape Architecture
- Media, Journalism, Screen and Music
- Painting
- Photography
- Public Art
- Sculpture
- Textile Design
- Textile Technology
- Visual Merchandising
- Writing, Communication, Public Relations and Publishing

Research/program delivery capabilities

Extensive expertise in creative industries resides in the College of Design and Social Context in the Schools of Architecture and Design, Art, Fashion and Textiles, and Media and Communication.

Research focuses on:

- Architecture and Design: including design, narrative architecture, sound spatial information architecture, urban interior and urban transformation
- Art: including art in public space, and art and environmental sustainability
- Fashion and Textiles: including advanced technology, merchandising, fashion design, sustainability, and textile design
- Media and Communications: including advertising, communication, design futures, digital ethnography, games, music, screen cultures and writing.

RMIT UNIVERSITY

RMIT University is a global university of technology and design with campuses in Australia and Vietnam, and international partners worldwide.

RMIT is internationally recognised, renowned and celebrated for its cutting-edge and innovative art, architecture, design, fashion, communication and digital media studies education and research.

RMIT's Design Research Institute seeks solutions to urban challenges and identifies options through the development and funding of a transdisciplinary approach to collaborative, project-based design research at the interface of education, research and industry. Five international Professors of Design, including Media Ethnography, Urbanism and Audio and Sound Engineering, have been appointed to further strengthen and enhance RMIT's leadership and expansion of design research.

RMIT's Design Hub brings together progressive design academics, industry practitioners and postgraduate researchers within a cross-disciplinary and collaborative urban environment – the first of its kind in Australia. In 2013 it hosted the Walter Van Beirendonck: Dream the World Awake exhibition by renowned Belgian international designer and fashion maverick Van Beirendonck.

Other relevant RMIT areas:

- Art, Cities and Transformation Group
- Centre for Design – Social and Material Sustainability, and Practice Research
- Design Archives
- Digital Ethnography Research Centre
- Exertion Games Lab
- Games and Experimental Entertainment Lab – conducts applied research at the intersections of game design and game thinking – in Melbourne, Australia and Karlsruhe, Germany
- RMIT Gallery.

rmit.edu.au/programs/architecture

rmit.edu.au/programs/art

rmit.edu.au/programs/media

Key contact

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Key areas of expertise

Industry ICT Training

- Networking & Security (CISCO CCNA)
- Virtualisation
- Programming

Creative Arts/Youth Engagement & Mentoring

Various community engagement programs and workshops addressing youth-related social engagement issues and developing plans to provide solutions to these issues.

Research/program delivery capabilities

SuniTAFE – Design for Community Workshops

Strategically, the key goal for 'design for community' is to empower and support the transition of youth into education and employment. Key data from the Northern Mallee Local Learning and Employment Network (NMLLEN) indicates relatively high levels of disengagement among young people in this region with 24.8 per cent of 15 to 19-year-olds not in education, training or employment.

One example of industry engagement is demonstrated through the Cultivator Regional Creative Conference initiated by SuniTAFE and conducted biannually since 2010. The conference brings together creatives, students, business and community leaders to inspire creative thinking to solve problems, grow potential, open minds and to build regional capacity through creativity.

SUNRAYSIA INSTITUTE OF TAFE

Sunraysia Institute of TAFE (SuniTAFE) is a multi-campus vocational education and training (VET) provider in north-west Victoria, Australia. The Institute is committed to providing high quality training and skills development in the creative industries.

The Creative Industries Education Business Unit at SuniTAFE offers a dynamic range of study options. Programs include Aboriginal or Torres Strait Islander Cultural Arts, Graphic Design, Screen and Media, Visual Arts, Photo Imaging, Sound Production, Printing and Pre Press and Information Technology.

The conference also demonstrates the complementary skills developed in the vocational education and training and higher education sectors. The Cultivator initiative engages a number of secondary schools in regional Victoria including the Riverland, South Australia, and as far as Broken Hill, New South Wales.

cultivator.net.au

Staff members within the Creative Industries department have also recently launched the first regional Victorian branch of the Australian Graphic Design Association (AGDA).

agda.com.au

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Key areas of expertise

Design

- Applied Design Research through Swinburne's Design Factory
- Design Education
- Neuroaffective Design Research
- Strategic Design Research and Design-led Innovation

Media

- Communications and Information Policy
- Communications in Remote Communities
- Digital Media Industry and Policy
- Screen and Media Education
- Social Dynamics of Internet Uptake and Use
- Visual Arts
- Visual Arts Education

Research/program delivery capabilities

Relevant research areas in design and media studies

Swinburne provides business, industry and government with empirical research for innovation and development. It creates strategic opportunities for manufacturing through research in the cognitive components of artefacts, neurological measures of aesthetic response, and understanding of visual recognition and affective processing.

Swinburne's researchers develop new models for industry by applying design research methods and processes to generate new and profitable applications. Its researchers also develop new and profitable business models by successfully capitalising on new fields such as augmented reality and social media.

SWINBURNE UNIVERSITY OF TECHNOLOGY

Swinburne is an internationally recognised research-intensive university. Its emphasis is on high quality engaged teaching and research in science, technology and innovation – teaching and research that makes a difference in the lives of individuals and contributes to national economic and social objectives.

In 2013, Swinburne was ranked in the top 200 in the field of communication and media studies by the QS World University Rankings by Subject.

In the Excellence in Research for Australia (ERA) 2012 national report Swinburne was awarded an ERA 4 (above world standard) rating for research in communication and media studies.

Swinburne offers master, graduate diploma, graduate certificate, bachelor, advanced diploma and diploma-level courses in creative industries.

Swinburne advises the Office of the Prime Minister and the state governments of South Australia, Queensland and Victoria on design policy, manufacturing policy, innovation and employment.

In 2013 Swinburne's design research was recognised in the Australian Government's Creative Australia national cultural policy for its expertise in design thinking and research of design-led innovation.

The practise of design-led innovation occurs mainly through Swinburne's Design Factory, which facilitates students, staff and industry to collaborate on applied research projects. Swinburne's Design Factory is also part of a global design factory network where students and staff work with international clients and partner universities. This relationship extends to include joint PhD programs with universities in Europe and Asia.

Research in media studies is undertaken at the Swinburne Institute for Social Research and in the Humanities, Arts and Social Sciences area in the Faculty of Health, Arts and Design.

Industry and organisational links

- ARC Centre of Excellence for Creative Industries and Innovation
- Google International Research Centre Consortium
- National Library of Australia
- NBN Co

Media-related projects at the Swinburne Institute for Social Research:

sisr.net/flagships/communications/projects.html

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Key areas of expertise

- Animation
- Arts and cultural management
- Arts Leadership
- Arts Curatorship
- Art History
- Classical Music
- Contemporary Music
- Community Cultural Development
- Creative Writing
- Cultural Evaluation
- Dance
- Digital Technology
- Ethno Musicology
- Film and Television
- Australian Indigenous Arts
- Literary Studies
- Musicology
- Music Theatre
- Production
- Publishing
- Screenwriting
- Screen Studies
- Theatre Practice
- Theatre Studies
- Visual Art

Research/program delivery capabilities

The University houses a number of key research incubators engaged with the creative and cultural industries. This includes the Research Unit in Public Cultures which acts as a laboratory for cutting edge research and a key resource for the sector focused on transformations in creative industries produced by new intersections of media, space and mobility, within Australia and internationally.

The Faculty of Arts also houses the Centre for Cultural Materials Conservation (CCMC) which is the only centre of its kind in Australia, combining both theory and practice of cultural material conservation. The Centre works with an extensive range of partners including the National Heritage Board, Singapore; National Art Gallery of Malaysia, National Gallery in Bangkok, Fine Arts Department Thailand, the Getty Conservation Institute USA, and Tate Conservation UK.

UNIVERSITY OF MELBOURNE

The University of Melbourne is a public-spirited institution that makes distinctive contributions to society in learning and teaching, and engagement.

Ranked number one in Australia and 34 in the world, the University of Melbourne harnesses interdisciplinary research to solve some of the most difficult problems facing our world.

The Victorian College of the Arts (VCA) and Melbourne Conservatorium of Music (MCM), and the Faculty of Arts and its Graduate School of Humanities and Social Sciences, contribute to the creative industries through teaching, research and global engagement.

The University of Melbourne also hosts several centres of excellence including the Wilin Centre for Indigenous Arts and Cultural Development, the Centre for Ideas and the Centre for Community Cultural Partnerships.

International Productions and Co-productions

The School of Film and Television undertakes the delivery of more than 50 professional level short films per year. The VCA has experience in international productions in China, East Timor and India. It has experience in all facets of the production process including development, pre-production, production, post-production, marketing and distribution.

Interactive Composition

The School of Contemporary Music conducts research and program delivery in the area of cross media composition. The leading project in this area is Resonating Spaces, a series of projects in museums in different international locations. The first Resonating Space was in Vancouver, British Columbia at the Museum of Anthropology in collaboration with the University of British Columbia. Another Resonating Space recently occurred at the Ian Potter Museum, Melbourne and future projects are planned for Indonesia, Singapore and New York, USA.

The Faculty of Arts enjoys an extensive network of local and international partners across the creative and cultural industries including major festivals, radio/television producers and broadcasters, museums and art galleries, publishers and performing arts organisations. Partners include the Melbourne International Film Festival, Melbourne Writers Festival, ABC, BBC (UK), Guggenheim Museum (USA), Zendai Museum of Modern Art (China), Heide Museum of Modern Art, Lonely Planet, Icon Films, Village Roadshow, Multicultural Arts Victoria, and the Melbourne Symphony Orchestra. These relationships span collaborative research projects, internships and work-integrated learning opportunities, scholarships and prizes and public programs.

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Key areas of expertise

- Performing Arts
- Creative Writing
- Professional Writing and Editing
- Communications
- Public Relations
- New Media Technologies
- Digital Media
- Game Technology
- Web Design
- Visual Art
- Graphic Art
- Fine Art
- Music, Video and Sound Production

Research/program delivery capabilities

The College of Arts at Victoria University offers flexible pathways from diplomas to undergraduate and postgraduate coursework degrees, to PhD level research. Students undertake real-world projects during their courses. The College conducts world-class research in performing arts and creative writing.

Victoria University's Design Studio offers a simulated work environment for students of graphic design, multimedia, digital media, games and visual arts. Students help produce commercial work for internal and external clients. The Level 17 Artspace encourages dynamic, challenging, innovative and experimental art. Kindred Music Studios offers music and sound production students the opportunity to study at a professional facility.

Victoria University's performing arts and creative writing academic staff have been classified as 'international standard' by the 2012 Excellence in Research for Australia (ERA) quality assessment program.

VICTORIA UNIVERSITY

Victoria University is one of the few Australian universities to offer both vocational and higher education courses. Today, more than 51,000 students are enrolled at Victoria University, including more than 4,000 international students studying at our Melbourne campuses and 9,000 studying at offshore partner institutions.

Through internships and work placements, students have invaluable opportunities to learn within workplace and community settings.

Victoria University's College of Arts offers a wide range of hands-on courses in creative arts, from diplomas and bachelor degrees, to graduate certificates and diplomas through to masters and PhDs.

The Malthouse Theatre supports Victoria University's Performing Arts programs and provides venues for exhibitions and performances, education and work placements.

Other partners include the Australian Centre for the Moving Image (ACMI), Immigration Museum, Melbourne's Living Museum of the West, Techno Park Studios, Trocadero Artspace and Footscray Community Arts Centre.

Victoria University has professional associations with Arts Victoria, Association of Writing Programs (USA), Australia Council for the Arts, Australian Association of Writing Programs, Centre for Narrative Research (UK), Melbourne International Arts Festival, Open Channel and Writers Victoria.

A computer game created by Victoria University Serious Games Group won bronze at the 2013 IMS Global Learning Impact Awards in the USA, which recognise the most powerful and influential uses of technology worldwide in support of learning.

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The Melbourne: Research, Education and Training series profiles the capabilities of Victorian education providers across 13 sectors:

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Agriculture and Food Security
Business, Governance and Finance
Clean Energy
Creative Industries
Education and Development
Health and Communities
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Mining
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For more information on Melbourne's research, education and training capabilities contact your local Victorian Government Business Office at: invest.vic.gov.au/offices

Produced by International Education Unit
Department of State Development, Business and Innovation

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