

# CULTURAL AND CREATIVE INDUSTRIES



## OUR VISION

Victoria University's Cultural and Creative Industries vision is to embed cultural and creative literacy into course curriculum, to harness the latest technologies, to be eclectic, contemporary and cross-disciplinary in interests and engagements and to build a national and international reputation.

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**VICTORIA  
UNIVERSITY**

**A NEW  
SCHOOL OF  
THOUGHT®**

# EXPERTISE STATEMENT IN EDUCATION AND RESEARCH

## HISTORY OF CULTURAL AND CREATIVE INDUSTRIES

Cultural and Creative Industries has a 90 year history of teaching, research and community service in:

- communication
- creative writing
- cultural studies
- digital media
- graphic design
- indigenous studies
- liberal arts and humanities
- music
- performance
- professional writing
- visual arts

## STRENGTHS OF CULTURAL AND CREATIVE INDUSTRIES

Cultural and Creative Industries strength in education and research includes:

- art and design
- new media technologies
- digital media and games
- global communication
- social and cultural studies

## CULTURAL AND CREATIVE INDUSTRIES STUDENTS

Approximately 61% of students in the Cultural and Creative Industries are female, 39% are male, of which 63% live in the Western region of Melbourne. Approximately 63% of local students speak languages other than English.

## CULTURAL AND CREATIVE INDUSTRIES COURSES

Cultural and Creative Industries offered 51 courses in 2009. Most students are enrolled in Liberal Arts (including the Bachelor of Arts), Graphic Arts, Professional Writing and Editing, Digital Media and Visual Arts. Students in the Bachelor of Education also undertake general studies in Cultural and Creative units of study. The majority of courses in this area are delivered by:

- School of Communication and the Arts
- School of Creative Industries
- School of Social Sciences and Psychology

Other courses in Cultural and Creative Industries are delivered by:

- School of Hospitality, Tourism and Marketing
- School of English Language and Preparatory Programs and Services.

The Moondani Balluk Indigenous Academic Unit also has Cultural and Creative Industries courses in the School of General Education Programs and Services and in the School of Education.

## CULTURAL AND CREATIVE INDUSTRIES CAREER PATHWAYS

We offer learning pathways to enable students to design their own career. Students can move from secondary school to courses at a Certificate level through to Diploma, Degree and PhD. Pathways include transitions from:

- Diploma of Liberal Arts to Bachelor of Arts and other Cultural and Creative Industry degrees
- Courses in digital media, professional writing and public relations, into courses in Communication and in Creative Arts Industries
- Indigenous courses into the Kyinandoo Indigenous course (under development)

## CULTURAL AND CREATIVE INDUSTRIES RESEARCH

Cultural and Creative Industry undertakes research in:

- Creative arts and writing – visual art, art therapy, portraiture and diaspora, documentary film, dance for film, music and community development, performance, sound production, fiction writing, nature writing, creative writing for wellbeing, research in narrative and the political economy of creative writing
- Cultural diversity – multiculturalism, interfaith relationships, refugee settlement needs, participation in higher education and training, links with homeland, and language and communication within and across diverse communities
- Social inclusion and exclusion – safety and wellbeing of international students, the links between ethnic diversity and economic performance, and the impact of various laws on different groups in society

- International development — international research and networks that strengthen education, culture and leadership in community organisations and government in developing countries

## CULTURAL AND CREATIVE INDUSTRIES PARTNERS

Cultural and Creative Industries has partnerships with a range of industry partners. These partnerships provide opportunities for research, as well as learning in the workplace opportunities for students. Partners include:

- Australian Centre for the Moving Image (ACMI)
- Australian Department of Health and Ageing
- Contemporary European Studies Association of Australia
- Department of Immigration and Citizenship
- East Timor Ministry of Community Development Department
- Fiji Ministry of Health
- Footscray Community Arts Centre
- Immigration Museum
- InfoXchange
- Kindred Studios
- Loro Sa'e Ministry of Youth Democratic Republic of Timor-Leste
- Maribyrnong City Council
- Melbourne's Living Museum of the West
- National Europe Centre, Australian National University
- National University of Timor
- Pacific Islands Network
- Regional Women's Advisory Committee
- Techno Park Studios
- The Malthouse Theatre
- Timor Ministry of Labour and Community Reinsertion
- Trocadero Gallery
- Victoria Department of Human Services
- Victorian Department for State and Regional Development, State Ethnic Enterprise Advisory Council
- Victorian Department of Transport and Regional Services

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

Victoria University is also the major sponsor of the Williamstown Literary Festival and a regular sponsor of the Melbourne Writer's Festival.

Cultural and Creative Industries also has professional associations with other organisations including:

- Arts Victoria
- Association of Writing Programs (USA)
- Auckland University
- Australia Council for the Arts
- Australian Association of Writing Programs
- Australian Centre for the Moving Image
- Baptcare
- Big hART Artists Group
- Big West Festival
- British Telecom
- Centre for Narrative Research (UK)
- City of Melbourne
- Donkey Wheel Ltd Philanthropic Trust
- Edith Cowan University
- Living Museum of the West
- Melbourne International Arts Festival
- Nankai University (China)
- Narrative Network Australia
- Open Channel
- Osaka University (Japan)
- Sabela Sizwe Development (Soweto, South Africa)
- Screen Hub
- Spotlight Australia
- St Vincent De Paul Society
- Uniting Church West Footscray
- Victorian Writers' Centre
- Vietnamese Women's Welfare Association

## **CULTURAL AND CREATIVE INDUSTRIES INTERNATIONAL LINKAGES**

Cultural and Creative Industries has student exchange programs with institutions located in China, Canada, USA, UK, The Netherlands, Japan and Germany.

## **CULTURAL AND CREATIVE INDUSTRIES FACILITIES**

Student facilities include a Media Centre at the St Albans Campus and a laboratory complex at the Footscray Park Campus, both of which are operated by Victoria University's School of Communication and the Arts.

Modern facilities include digital media laboratories (Mac platform), digital media data capture room, video studio and control room, video postproduction room, audio recording studios, audio postproduction areas, interview recording rooms and an interaction laboratory.

Architecturally designed and built in 2007, the Level 17 Artspace is located in the heart of Melbourne's CBD Visual Arts Precinct. The Level 17 Artspace is committed to the presentation of approximately four exhibitions per year from all Creative Industry disciplines, as well as approximately 15 external exhibitions. The Artspace facility also provides studios and laboratories for the School of Creative Industries.

## **CULTURAL AND CREATIVE INDUSTRIES CAMPUSES**

Campuses where Cultural and Creative Industries subjects are available are located at Footscray Park, Footscray Nicholson and St Albans, and in the Melbourne CBD in King Street (City King), Queen Street (City Queen) and in Flinders Street (City Flinders).

## **CONTACT DETAILS**

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