

# SEMINAR

Museum of Contemporary Art / Vivid Ideas Exchange

Level 6, Terrace Entrance,  
(Circular Quay West Side), Sydney

SUN 4 JUN 12-2

# WORKSHOP

University of Technology  
Sydney / UTS "Hatchery"

622/632 Harris St, (entrance  
Mary Ann St) Ultimo, Sydney

Mon 5 JUN 10-4

**Creatives get Cooperative - ownership, language, structure and sharing for creatives in the new economy**

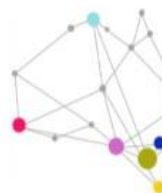


full details / bookings: [socialenterprise.com.au](http://socialenterprise.com.au)

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CO-OPS NSW

## Seminar

Sun 4 Jun 12pm-2pm

**Vivid Ideas Exchange, Museum of Contemporary Art (MCA)  
Level 6 Terrace Entrance, 140 George St, The Rocks NSW 2000**

### **ownership, language, structure and sharing for creatives in the new economy**

*“We need musician-owned replacements for iTunes, filmmaker-owned replacements for YouTube, and democratic media outlets that put control in the hands of journalists” - Janelle Orsi keynote speaker for Creatives Get Mutual mounted a challenge in Vivid Idea 2016.*

Creatives Get Cooperative 2017 builds on the ground work of Vivid Ideas 2016 to expand the dialogue of Platform Cooperativism and Collaborative Enterprise to inspire an understanding of cooperative models for values based sharing and a distributive economy. The focus in 2017 is both action to reclaim the language of collaboration and develop networks to build creative ventures through joint collaboration and shared ownership.

### **Get on the bus ...**

From strategy comes action and structure for innovative creative enterprises. In 2017, Creatives Get Cooperative is working with the New Zealand based innovative social experimental network [Enspiral](#) to demonstrate and identify opportunity for creative collaboration and values based language.

The seminar will be led by the founder of P2P Commons Michel Bauwens via video-link from Europe who will discuss current international context and pose the challenge for the interactive panel of experts including:

- **Joshua Vial:** Catalyst and co-founder of Enspiral global network of entrepreneurs and start-ups
- **Prof Ghil'ad Zuckerman:** Chair of Linguistics and Endangered Languages at the University of Adelaide
- **Dr Natalia Nikalova:** Snr Lecturer & Researcher - Transdisciplinary Innovation organisational & management practices, strategy and innovation University of Technology Sydney
- **Jess Scully:** Curator, policy thinker, festival director, media producer and former Curator Vivid Ideas, passionate about using creativity to inspire social change
- **Claire Marshall:** Film maker & award-winning creative and experienced speaker & facilitator incl conferences such as Ouishare (Paris), Re:publica (Berlin) and Disrupt (Sydney)
- **Peter Tregilgas:** Director of the original arts disrupter the Adelaide Fringe, curator and producer for the definitive publications “Social Enterprise in Australia” and “Cooperatives in Australia”.

Creative Industries are not immune to the challenge of casualisation, low-wage work, and freelancer exploitation. Platform based technologies., creative organisations and start-ups need to collaborate and adapt the co-op eco systems of online platforms to support productivity such as digital labour brokerages and web-based marketplaces but are collectively owned and democratically governed.

### **Creatives Get Cooperatives - Seminar will provide insight and context:**

- Market opportunity for creative cooperative business and social enterprise
- Income & Livelihood Pooling & Shared Pooling
- Collective decision making: Agreement and Sustainable cooperative ownership and management
- Community investment, community shares and crowd equity
- Commons and P2P concepts and alternative economies
- Language of Sharing and marketing

# Workshop

Mon 5 Jun 10am-4pm

UTS “Hatchery” 622/632 Harris St, Ultimo NSW

**ownership, language, structure and sharing for creatives in the new economy**

*Creatives Get Cooperative - Workshop builds on the insights of the Vivid Ideas Exchange Seminar (Sun 4 Jun) and seeks to generate &/or build practical creative collaboration projects and find a practical outcome for Creatives as potentially sustainable collaborative ventures.*

Now it's time to get our hands dirty ... Creatives Get Cooperative - Workshop builds on the previous day Seminar to deliver an extended workshop that will incubate ideas, collaborators and share practical tools and identify models for collaboration and start-up resources.

**The Workshop program will provide three key elements:**

- **Panel Discussion**

Key speakers from the seminar will adding value to context of **Creatives ownership, language, structure and sharing in the new economy** with an open exchange between speakers & participants.

Panellists: **Joshua Vial / Prof Ghil'rd Zuckerman / Natalia Nikalova / Peter Tregilgas**

- **Shared mapping - Map Jam**

**Co-operate Sydney** will facilitate a “Map Jam” to identify and map Sydney’s Creatives sharing resources. The information gained will assist the workshop focus and identify resources.

Co-operate Sydney is facilitated by: **Claire Marshall / Dr Patricia Morgan / Katherine Tobias**

- **Open Participation**

Practitioner / Practical Tools including:

- Mastermind/hot circle: Problem ID & resolution, peer knowledge & collective support
- Income & Livelihood Pods incl: Income Pooling & Shared Pooling
- Collective decision making: formation, agreement & guides

Workshop will be facilitated by **Joshua Vial** catalyst and co-founder of the New Zealand based innovative social experimental network: “[Enspiral](#)”.

## Tickets Please ... Seminar & Workshop

Creatives Get Cooperatives Seminar will provide the context for the expanded workshop the next day (Creatives Get Cooperative – Workshop – Mon 5 Jun)

- *NOTE: Tickets for the Workshop include entry to the Seminar.*

### The wheels of the bus go ...

Creatives Get Cooperative – Seminar & Workshop is directed to Artists, Performers, Musicians, Screen Media, Arts & Creative Organisations and Management, Government (F/S/L) Creative industry units, Community engagement divisions and policy initiators. Artist representatives and artists labour market representatives.

### Creative Get Cooperative is assisted by:

Vivid Contributor



Full details of the Program including any amendments:

www. <http://socialenterprise.com.au/creative-get-cooperative-vivid-ideas-2017/>

### Share the fare ... Bursary Support\*





Through the generous contribution of Creatives Get Cooperative associates, University of Technology Sydney (UTS) and Co-ops NSW, limited complimentary registration spaces are available for Students, Collaborators and Cooperators who may not have financial resources to purchase a ticket ...

Register here\*: [Creatives Get Cooperative – Bursary Registration](#)

*Bursary support is made possible by the generosity of:*

- **You:**
  - Individuals & Organisations are encouraged to buy “Pay One Forward” Tickets to support bursary attendance (2 Tickets – includes one for bursary distribution)
- **Project Associates:**
  - [UTS](#) / [Co-ops NSW](#) / [Mercury Co-operative](#) / [Social Enterprise Services](#)

## About Panellists / Speakers / Facilitators

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|    | <p><b>Michel Bauwens</b><br/><i>Founder &amp; CEO P2P Foundation</i></p> <p><b>Short bio:</b><br/>Belgian born Michel Bauwens is the world preeminent Peer-to-Peer theorist and an active writer, researcher and conference speaker on the subject of technology, culture, business and social innovation. Michel Bauwens is the founder of the Foundation for Peer-to-Peer Alternatives, a member of the Board of the Union of International Associations (Brussels), advisor to Ouishare (Paris) and Shareable magazine (San Francisco).</p>   |
|    | <p><b>Joshua Vial</b><br/><i>Joshua Vial, catalyst and co-founder of Enspiral</i></p> <p><b>Brief Bio:</b><br/>Joshua is an entrepreneur and programmer with a passion for business, technology and social change. He has been running technology businesses for the last dozen years and launched <a href="#">Enspiral</a> in 2010. In 2013 he co-founded <a href="#">Enspiral Dev Academy</a> and is currently serving as a Catalyst of the Enspiral network while launching of a new livelihood pod called Golden Pandas.</p> <p>Joshua is an entrepreneur with a passion for business, technology and social change. In 2010 he launched Enspiral and turned his personal contracting company into a collective vehicle to help more people work on stuff that matters. He co-founded Enspiral Dev Academy in 2013 and am transitioning out of the business as he gets ready for the next venture.</p>   |
|   | <p><b>Prof. Ghil'ad Zuckermann</b><br/><i>Chair of Linguistics and Endangered Languages, Department of Linguistics, School of Humanities, Faculty of Arts, The University of Adelaide</i></p> <p><b>Brief Bio:</b><br/>Professor Ghil'ad Zuckermann (DPhil Oxford; PhD Cambridge, titular; MA Tel Aviv, summa cum laude) is Chair of Linguistics and Endangered Languages at the University of Adelaide. He is currently a chief investigator in a large research project assessing language revival and mental health, funded by Australia's National Health and Medical Research Council (NHMRC).</p> <p>His recent work includes "<i>Engaging – A Guide to Interacting Respectfully and Reciprocally with Aboriginal and Torres Strait Islander People, and their Arts Practices and Intellectual Property</i>" (2015), and the first online "<i>Dictionary of the Barngarla Aboriginal Language</i>" (2016). His MOOC (Massive Open Online Course), <i>Language Revival: Securing the Future of Endangered Languages</i>, has attracted more than 7,500 students from more than 150 countries.</p> |
|  | <p><b>Dr Natalia Nikolova</b><br/><i>Senior Lecturer UTS Business School and UTS Faculty of Transdisciplinary Innovation</i></p> <p><b>Short bio:</b><br/>Dr Natalia Nikolova has a PhD in economic and political sciences (Dr. rer. pol.) from the University of Cologne, Germany. She is a Senior Lecturer at UTS Business School and UTS Faculty of Transdisciplinary Innovation. Natalia researches organisational and management practices, strategy and innovation in a range of contexts, such as project-based organisations, professional services and creative industries. She is passionate about alternative and innovative models of value creation and is currently researching how to cultivate practices based on the concept of stewardship of public trust. Natalia has worked on several projects with industry partners including Second Road, Spencer Stuart, Mercer and the Australian Government Creative Industries Innovation Centre.</p>   |





**Jess Scully**

*Councillor for the City of Sydney, Policy Thinker and Media Producer, Former Vivid Ideas Curator,*

**Short bio:**

Jess Scully is a curator, policy thinker, festival director and media producer who is passionate about using creativity to inspire social change: she seeks to curate projects that inspire curiosity, spark conversation and explore opportunities for the arts and creativity to deliver impact in communities and add value to the broader economy. Jess was the curator of Vivid Ideas: an annual event connecting creative practitioners and businesses with global leaders, to support professional development and expand market opportunities for the sector. Jess is one of the curators of TEDxSydney: since 2013 she has collaborated with a talented team of volunteers to help deliver one of the most sophisticated talks events in the world. As a public art consultant, Jess is delivering permanent public art and temporary projects for Green Square Library and Plaza. She is also public art curator for 60 Martin Place and Barrack Place, and public realm activations at Quay Quarter Sydney. In the past, Jess served as policy advisor to the NSW Minister of the Arts, directed the Qantas Spirit of Youth Awards (SOYA), and is currently a Councillor for the City of Sydney.



**Peter Tregilgas**

*Curator Creatives Get Cooperative, Principal Social Enterprise Services & Chair Mercury Co-op Ltd.*

**Short bio:**

Director of the original creative disruptor the Adelaide Festival Fringe and inaugural Director of Tandanya Aboriginal Cultural Institute and Arts Access SA. Festival Consultant to the Victorian Tourism Commission instrumental in developing the Melbourne International Festival and Comedy Festival.

Peter's current specialist focus is Cooperatives and Social Enterprises and has produced the definitive publications "Social Enterprise in Australia" and "Cooperatives in Australia". He is currently a Board Member of Co-ops NSW.



**Claire Marshall**

*Freelance Writer, Film & TV Director & Producer, life explorer and sharing economy investigator.*

**Brief Bio:**

Claire Marshall has a love for stories, technology and social good. An award-winning creative and experienced speaker and facilitator, she has presented at conferences such as Quishare (Paris), Re:publica (Berlin) and Disrupt (Sydney). With a focus on helping people think creatively about disruptive technologies, she has co-developed (with Dr Ele Jansen) a facilitated co-design card game that has been played with organisations worldwide including Google, and run experimental workshops for organisations such as UTS (the University of Technology Sydney) on topics like Blockchain and Virtual Reality. She is a passionate advocate for the sharing economy and sits on the board of Mercury Co-operative, as well as on the advisory team for The Studio a media technology incubator.

Claire is part of the Workshop - Map Jam facilitators team





**Dr Patricia Morgan**


**Short bio:**

Patricia is an academic researcher and is currently working on projects that examine institutional change and pre-conceptual learning. Before taking up academic research she was a community developer in Papua New Guinea and New Zealand and a community and fine artist exploring costume and somatic experience.

Patricia is part of the Workshop - Map Jam facilitators team

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|  | <p><b>Katherine Tobias</b></p> <p><b>Short Bio:</b><br/>Katherine is passionate about the sharing economy and the sharing cities movement. After completing a Master's degree in Global Governance and Diplomacy at the University of Oxford, she is now working for an international development consultancy. She strongly believes in the power of community to drive innovation, resilience and understanding.</p> <p>Katherine is part of the Workshop - Map Jam facilitators team</p>   |
|  | <p><b>Monique Potts</b></p> <p><i>Acting Director of the Innovation, Entrepreneurship and Creative Intelligence Unit at the University of Technology Sydney (UTS).</i></p> <p><b>Short bio:</b><br/>Monique is working with a dynamic team to pilot and prototype new approaches to teaching, learning, research and industry engagement across UTS. Monique is leading and shaping key strategic initiatives for UTS including the Hatchery, Hatchery+ student startup programs, the UTS New Labs and other strategic interventions such as STEAMPunk Girls. With a long history in digital education and digital media Monique has worked in the media, education and startup space to build up and lead teams to create programs and vision for the future.</p> <p>Monique worked for 12 years at the Australian Broadcasting Corporation (ABC) initially as a Community Manager then Producer and Program Manager in the Innovation division developing the ABC's capacity in emerging technology, media and innovation across the divisions. The projects she led included ABC Splash education portal, ABC Open Archives and online and digital engagement strategy. Her areas of interest and research include digital civics, emerging technology and public engagement and gender and technology.</p> |

**Visual Record**

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|  | <p><b>Films4Change</b></p> <p><i>A not for profit association producing short films to raise awareness of relevant social &amp; community issues</i></p> <p>F4C in association with Social Enterprise Services and Mercury Co-operative are working collaboratively to establish a Collaborative Enterprise Channel. Enquiries &amp; contact see link below:</p> <p>View Films &amp; Works in Progress: <a href="http://www.films4change.org.au/">http://www.films4change.org.au/</a></p> |
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## **Enspiral**

Enspiral is a global network of entrepreneurs and start-ups working on stuff that matters. Enspiral lives in high-trust, personal relationships. Principles of collaboration, autonomy, transparency and diversity and the processes, agreements and culture form the foundation of the network. A cooperative in structure, Enspiral has quickly become one of the world's pioneers in new ways to organise work.

Creatives Get Cooperative workshop, Enspiral and other participants will share their experiences and experiments to form sustainable cooperative and collaborative ventures. The focus is on outcome development:

- Culture:

Culture is at the heart of the Enspiral network. We'll examine the cultural and technical processes and practices used to build a network and strengthen ventures and humans within it. Processes include: participation, agile processes, personal and professional development, checkins, external facilitators, communication retreats, away days, feedback, retrospectives and kindness.

- Experimental and Open Source:

Experiments fuel ongoing understanding and are key to ensuring that whatever we're doing — governance, customer or project-related — is validated (or not). Taking an experimental and considered approach unlocks new learning and possibilities for projects and our ongoing evolution. Creativity is based on — you don't know what works until you try and no one else will know unless you share it!

- Governance and Finance:

Agreements define the important processes at Enspiral. The process for creating and changing agreements is defined by the way in which Enspiral make decisions which in turn is defined by the way in which the participants establish trust and accountability for individuals and ventures within the network. Enspiral will discuss some of their experiments in collective strategy setting, 'catalysts' and 'independent pods'.

## **Co-operate Sydney – Map Jam**

Over 90 cities around the world have participated in a city-based Map Jams to map shared community resources. Co-operate community-building events will map Sydney's sharing resources with the being held as part of the Vivid Ideas 2017 – Creatives Get Cooperative. We will disseminate the information gained throughout the community in a series of fun, engaging workshops designed to help participants connect to their community and live more sustainably.

## **Creatives Get Cooperative**

The Creatives Get Cooperative Seminar & Workshop is a practical challenge for practitioners, arts management, creative innovators and Government policy makers to embrace community ownership of creative assets and provoke arts and creative organisations to consider incorporating collaborative cooperative business models as a key to ownership of creative assets and creative freelancers labour market opportunities in a new shared economy. The project is curated by Peter Tregilgas, Principal Social Enterprise Services & Chair Mercury Cooperative Ltd.