

Business Models for the Creative Economy

5 June, 12pm-2pm

Museum of Contemporary Art (MCA),
Level 6 Terrace Entrance (Circular Quay)
Sydney NSW 2000





Welcome

Peter Tregilgas
Principal, Social Enterprise Services Australia &
Curator Creatives Get Mutual



Opening remarks

Tim Horton (MC)
Registrar of NSW Architects
Registration Board



Keynote address

Creative co-operatives will change the world

Janelle Orsi

Co-founder and Executive Director of the
Sustainable Economies Law Center



Keynote address

Creative co-operatives will change the world – Part 1

Janelle Orsi

Co-founder and Executive Director of the
Sustainable Economies Law Center

Cooperatives:

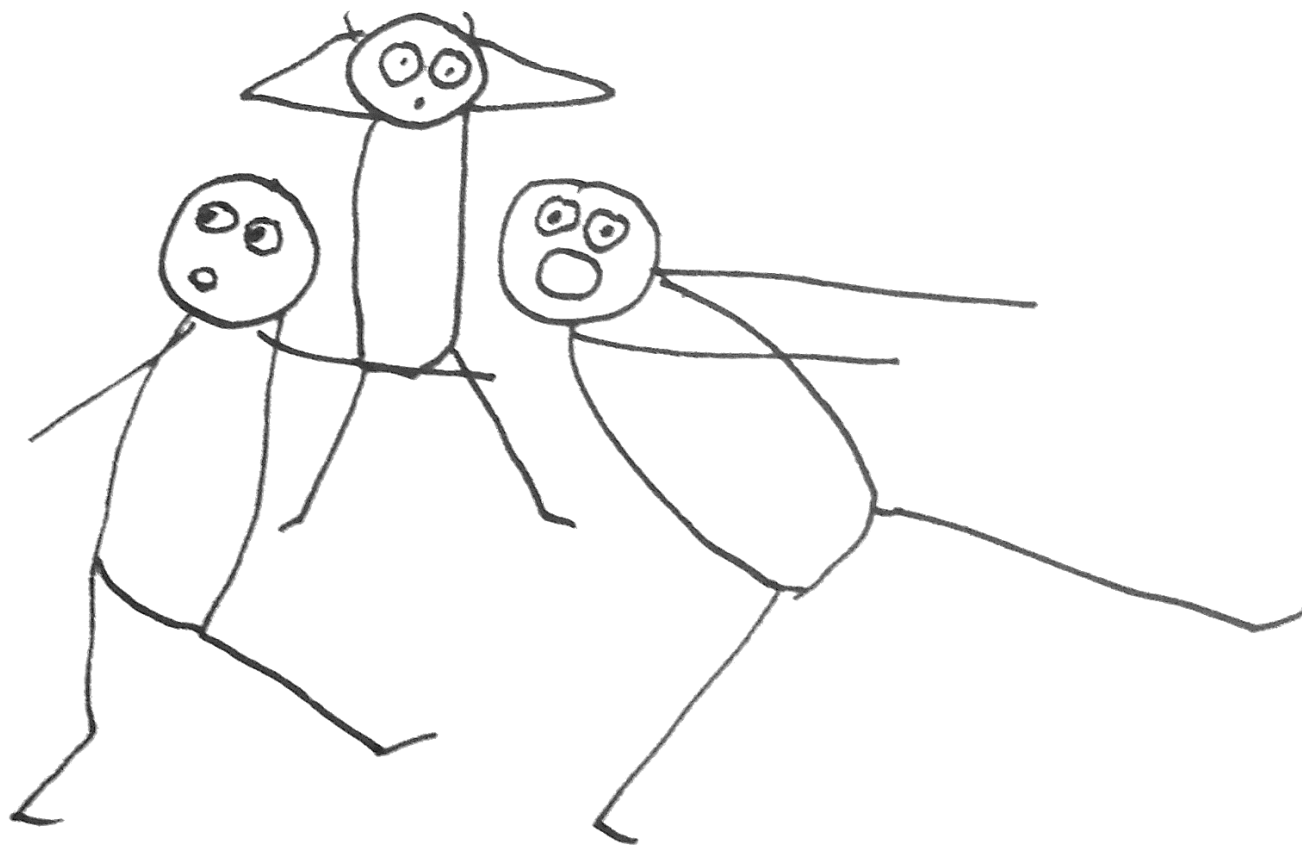
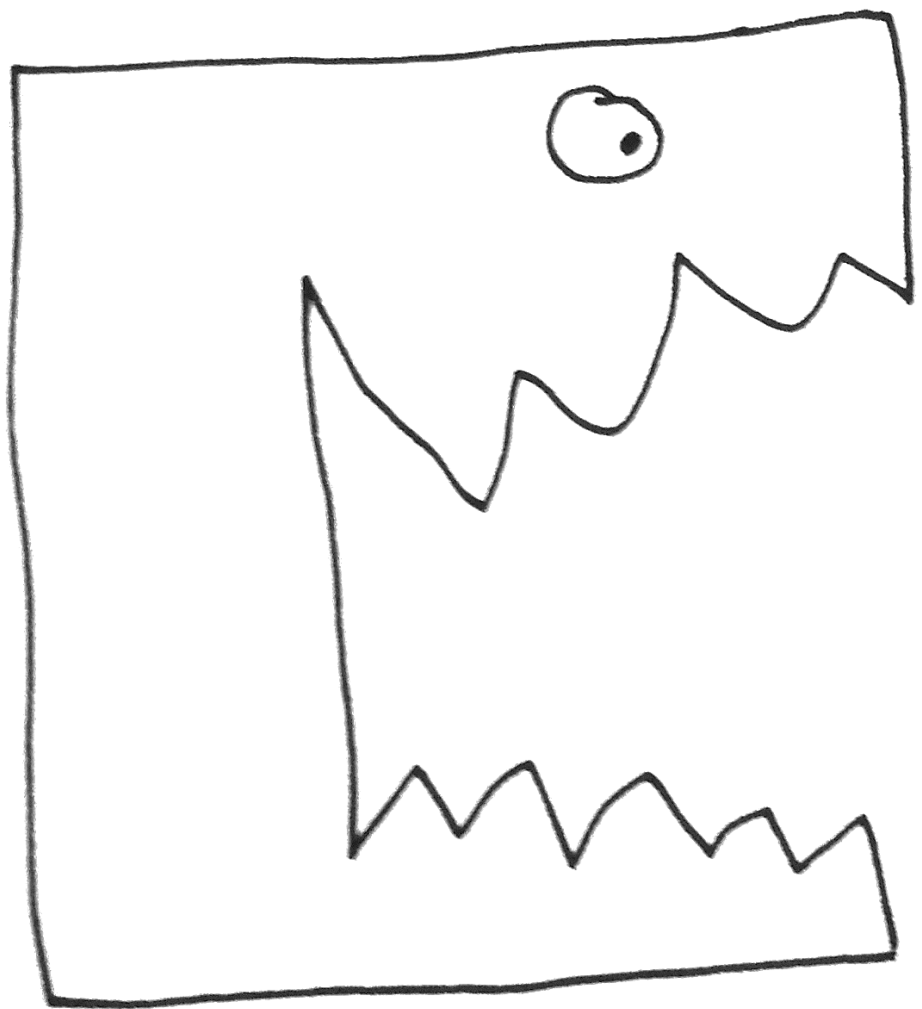
Putting the Lively Back in Livelihoods



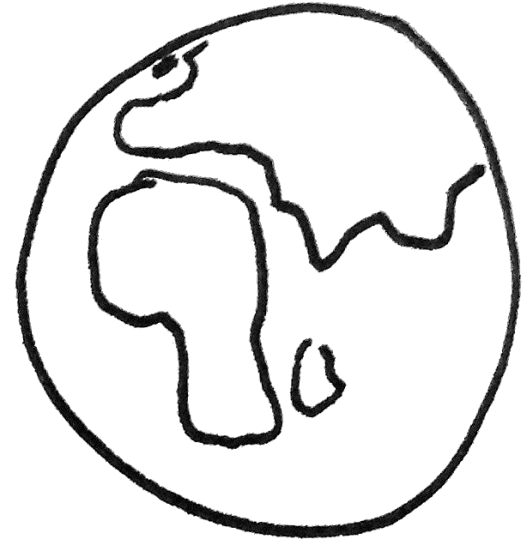
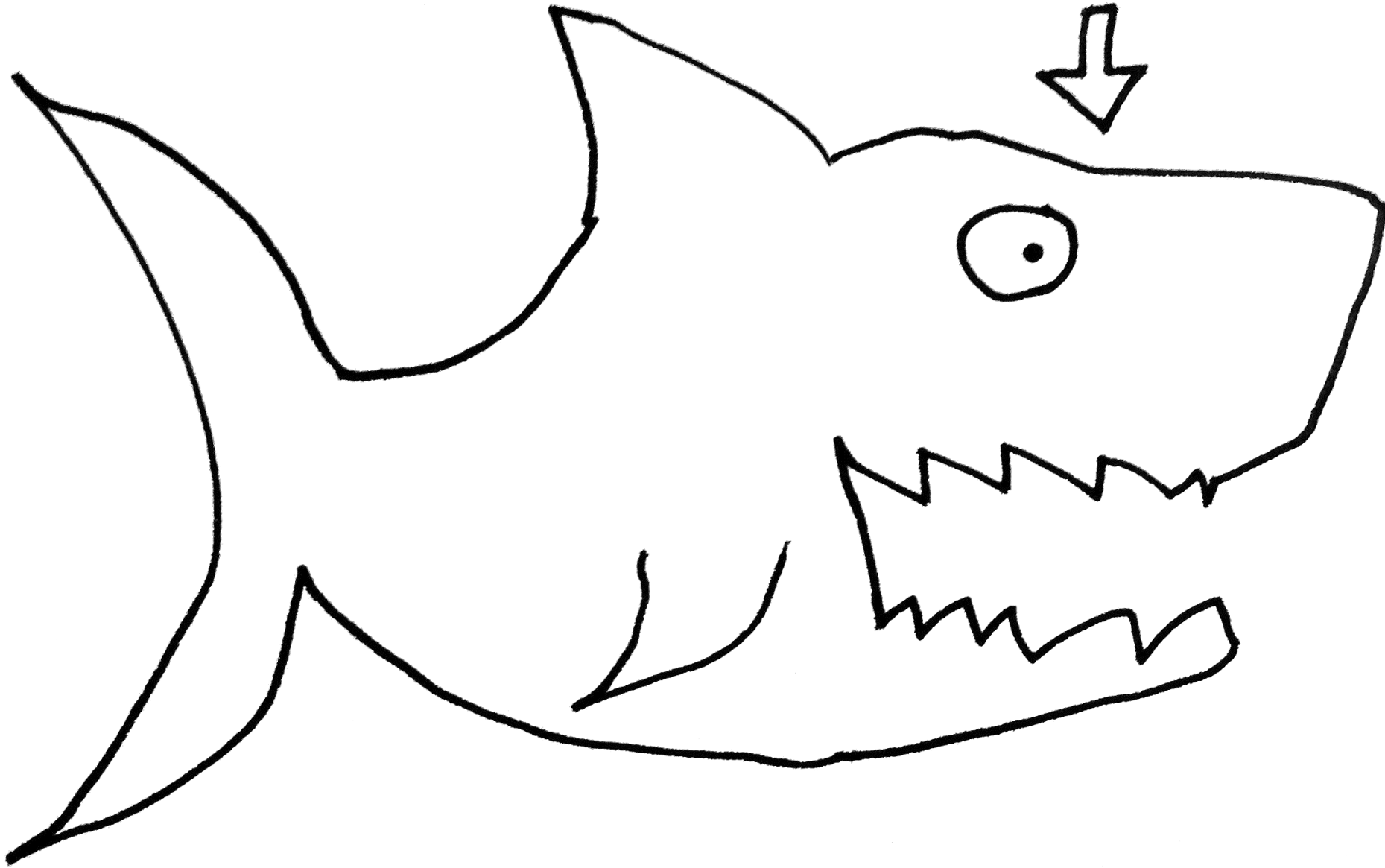


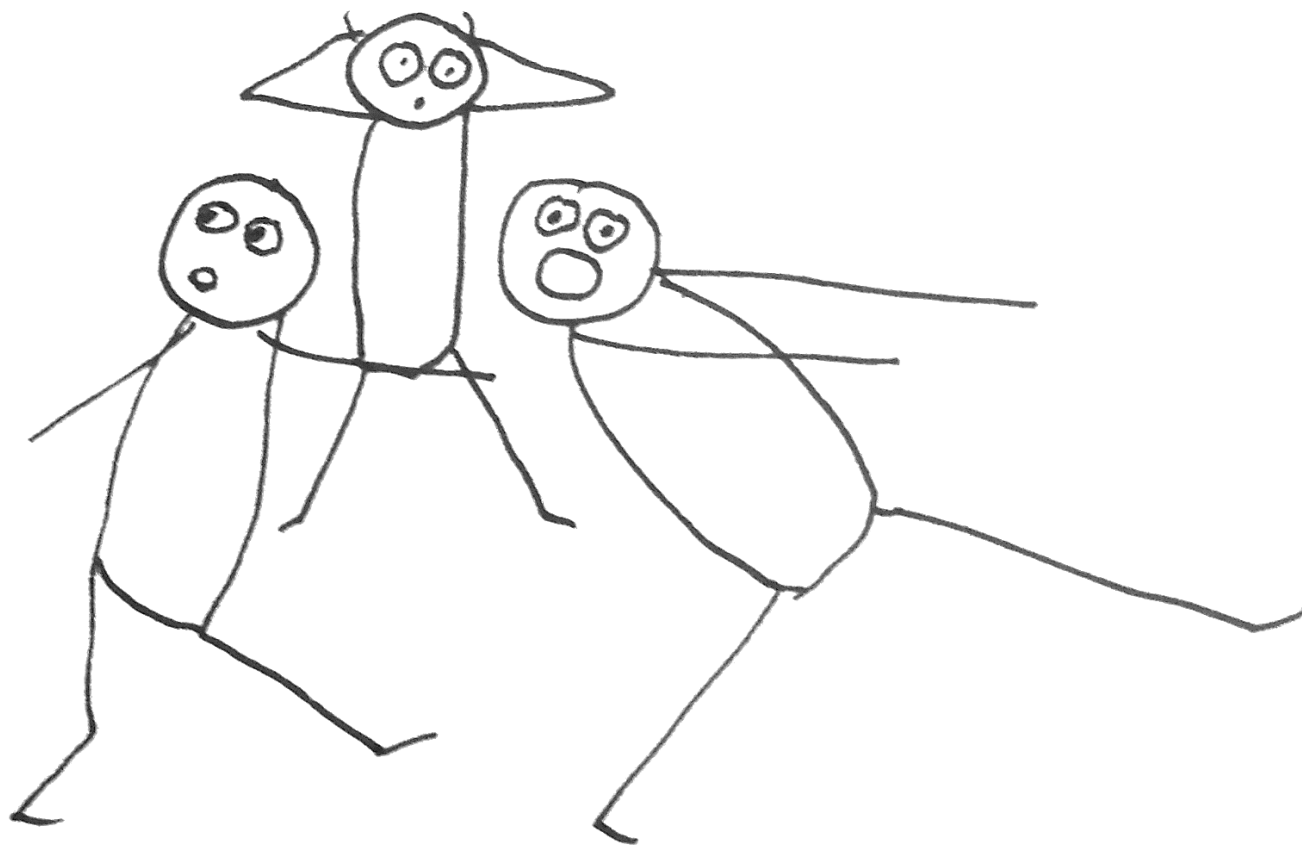
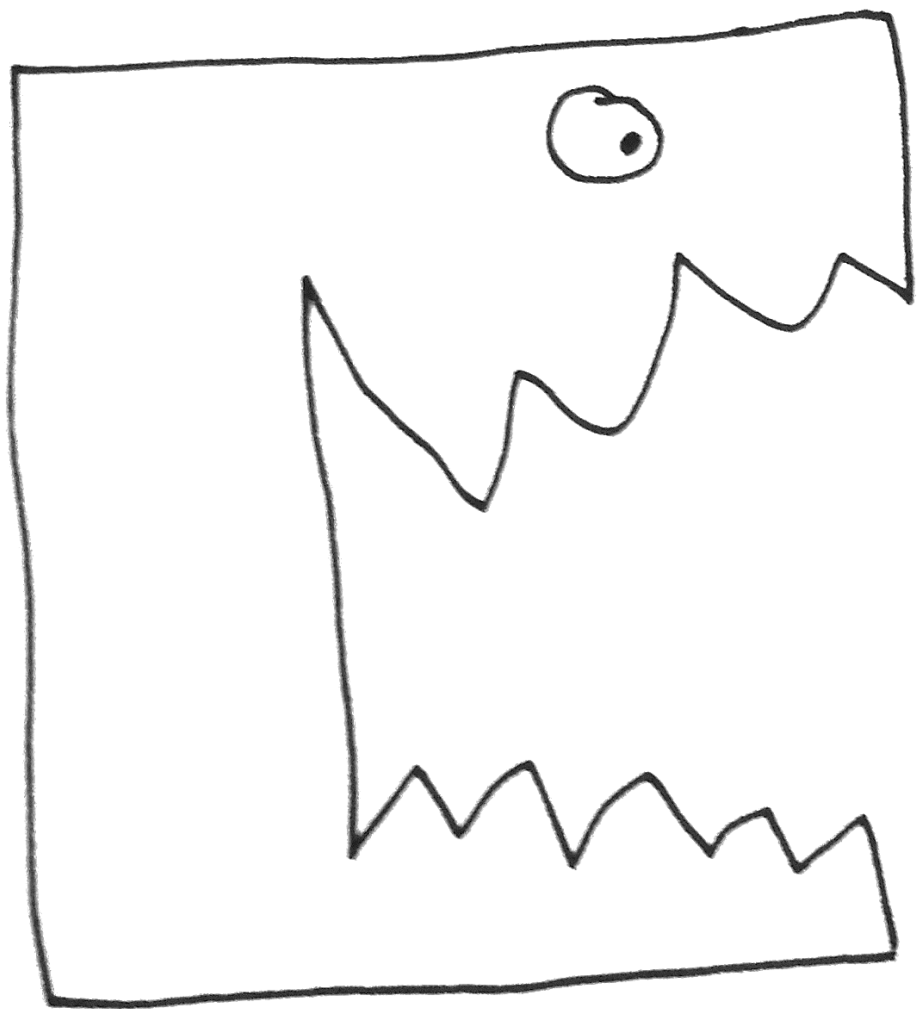
**Sustainable
Economies
Law Center**

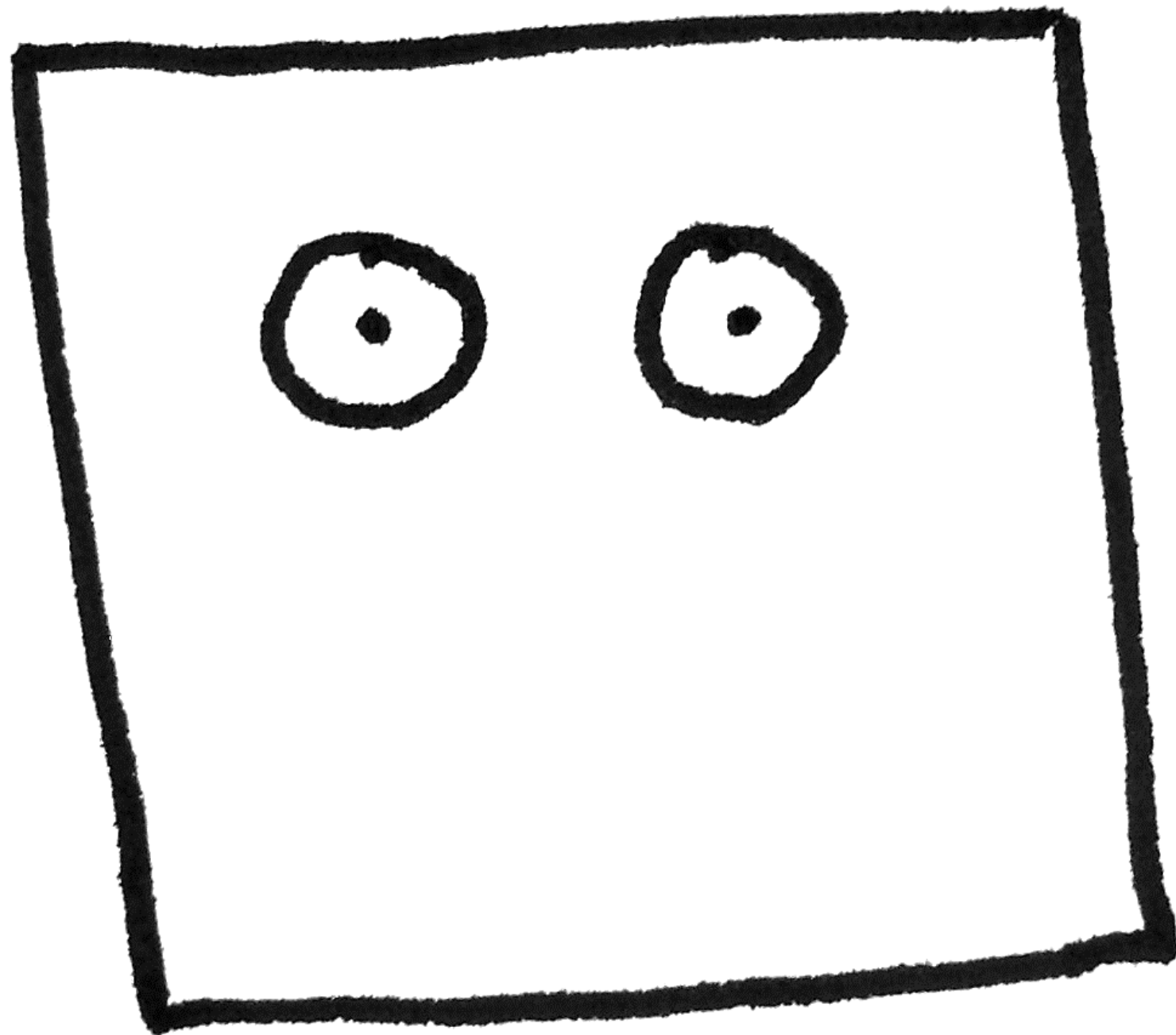




Conventional Business







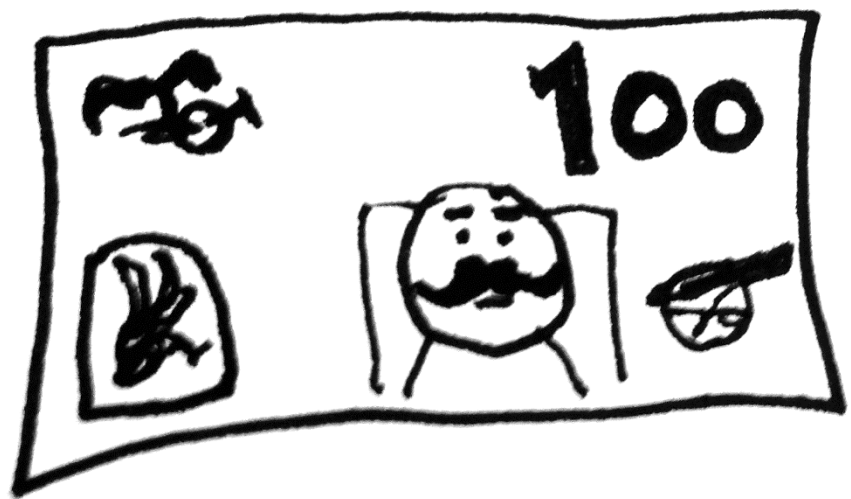
re

Bylaws

e

Rule:

Highest
bidder
wins!

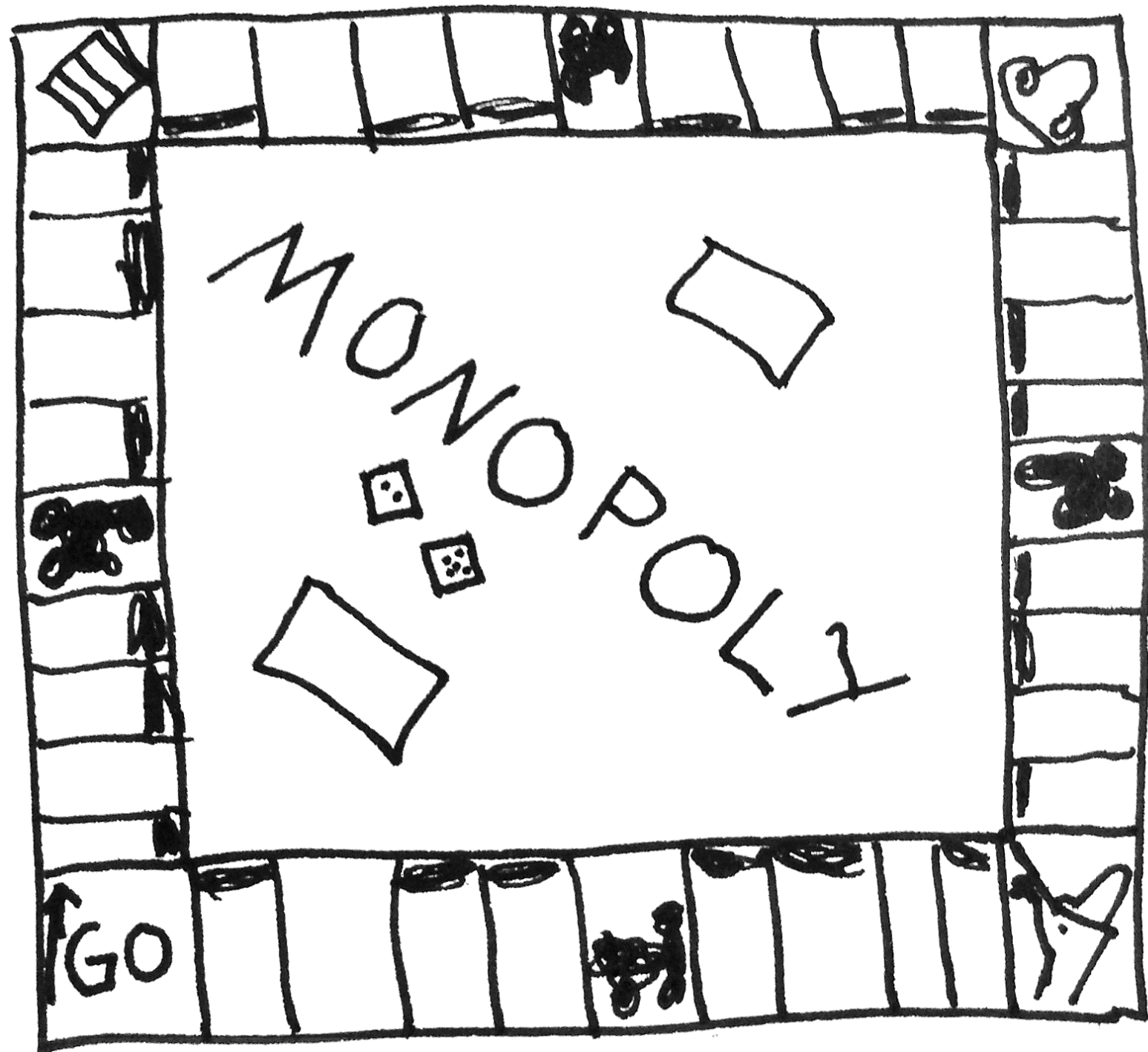


=

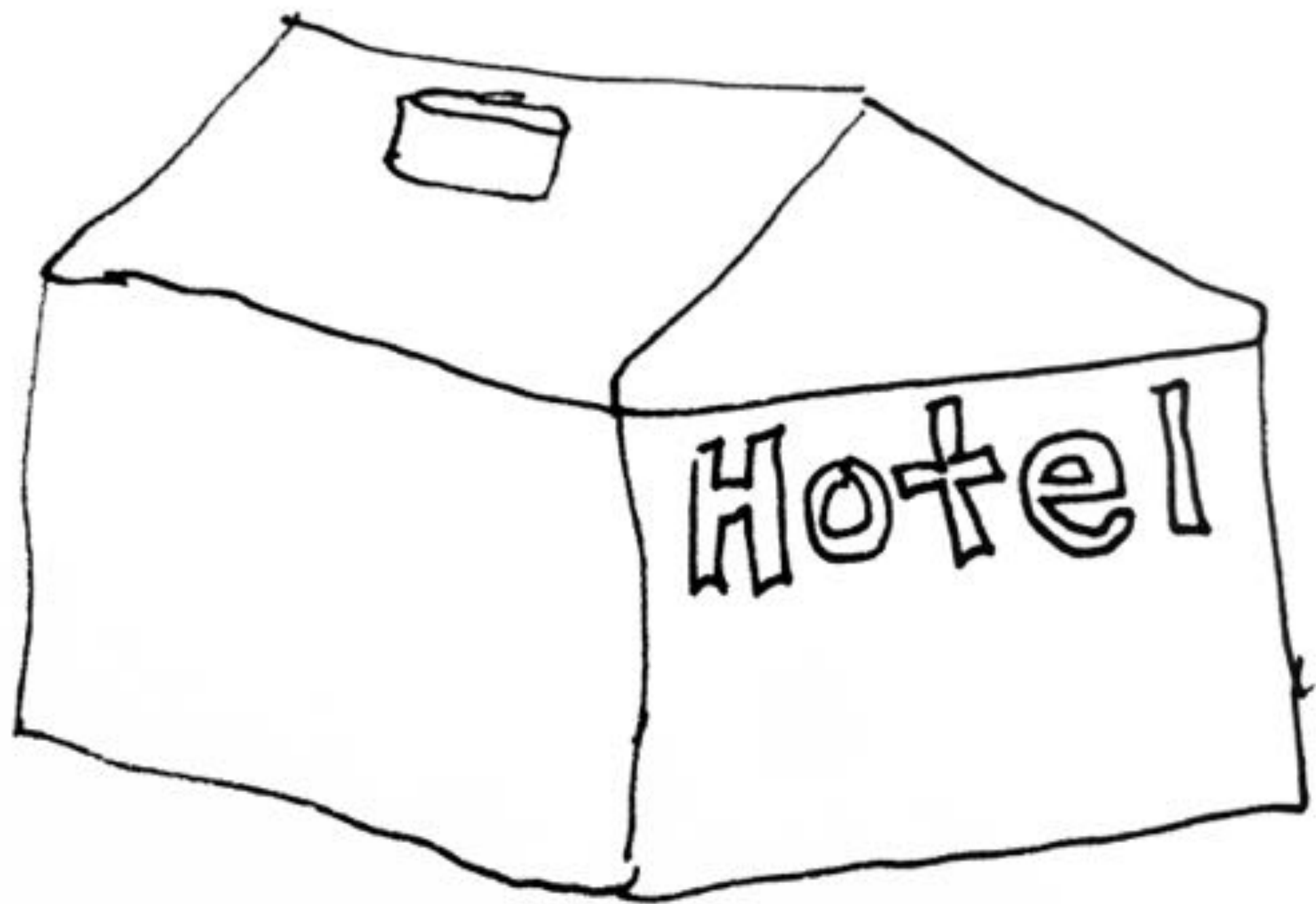
Power

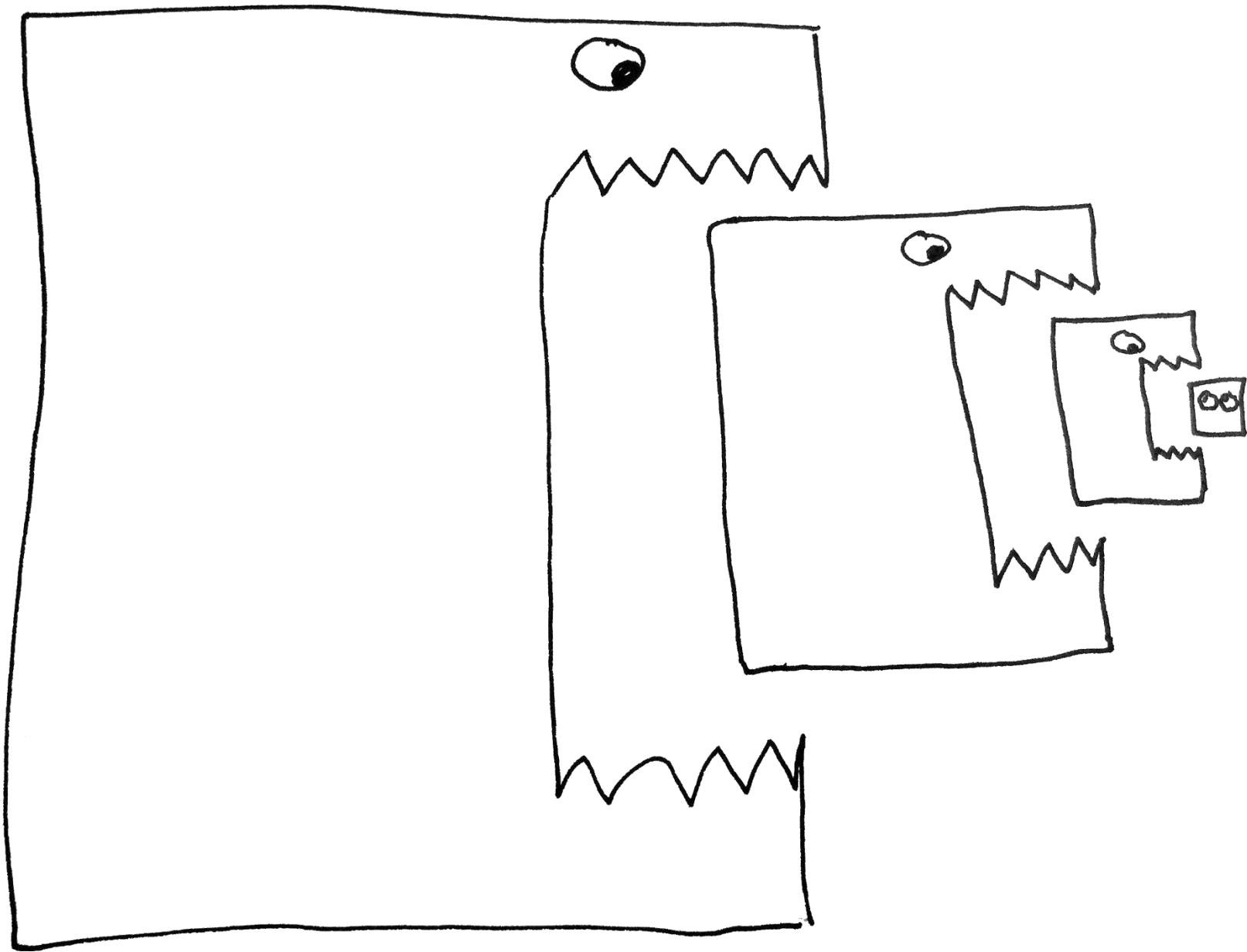


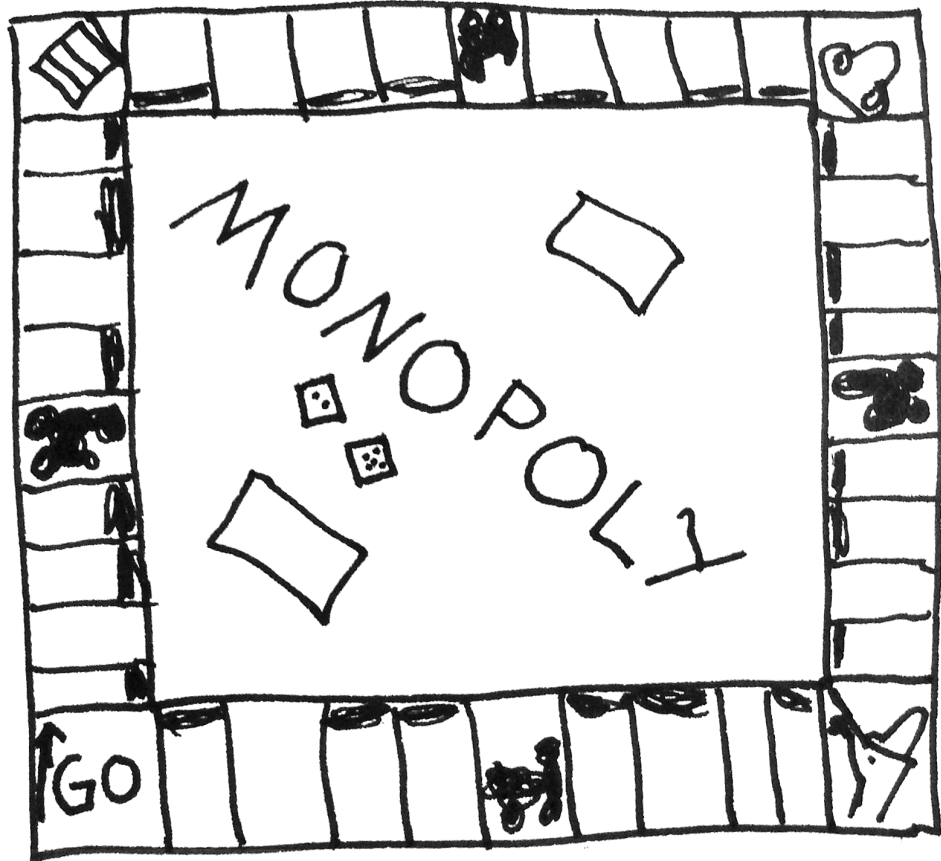
= Profits







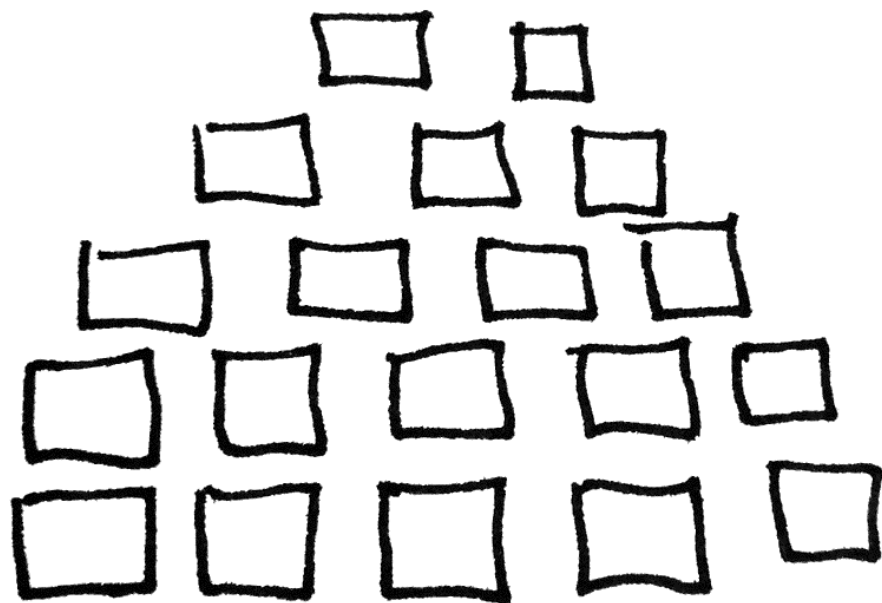




**A little too real
for comfort**



94.5%



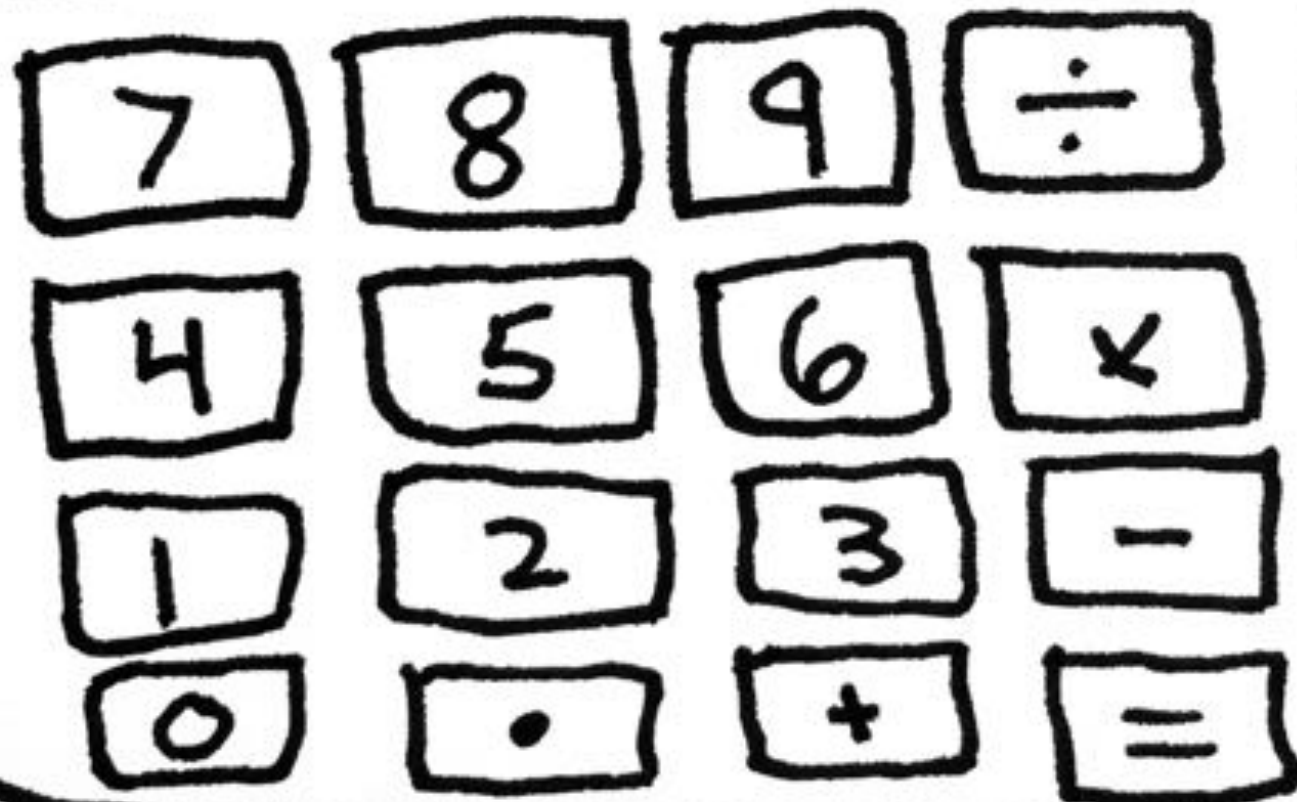
Wealthiest
20%

5.5%



80%

Predict the future!



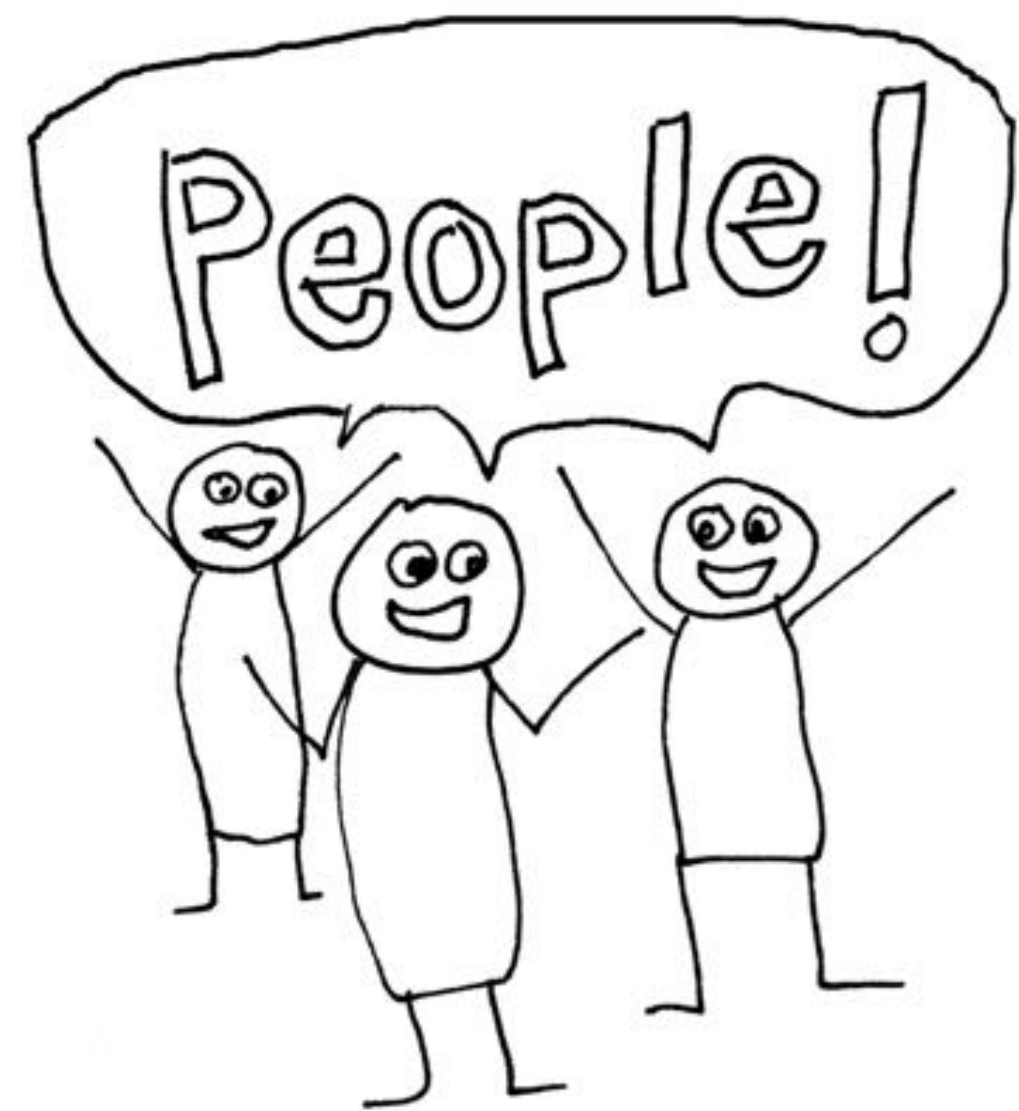
Hmmm...



Cooperative
New
Rules!



Power



= Power



Profits



= Profits

Another way to put it:

Old School Company

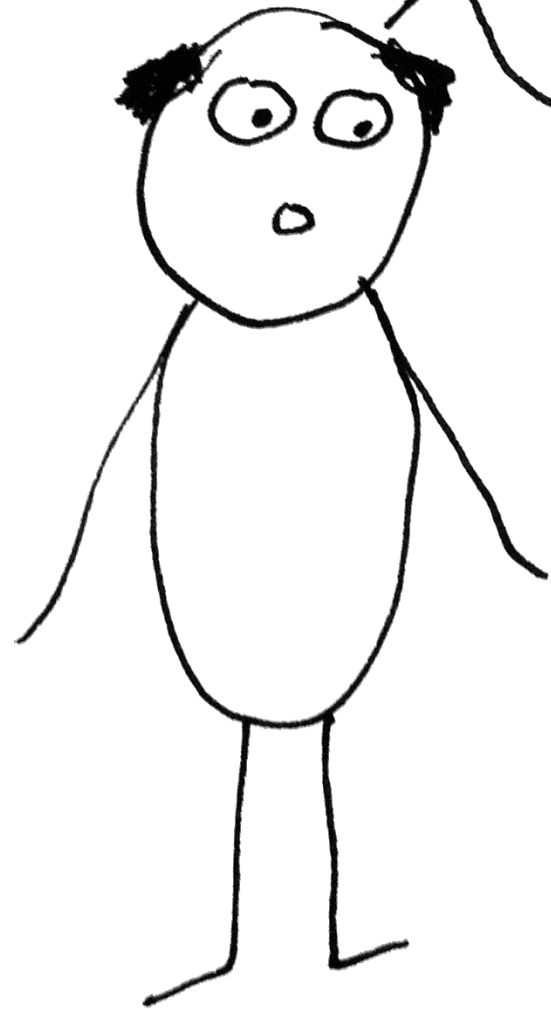
Pay to the order of: **Workers**

As little as we can get away with


Cooperative Platform

Pay to the order of: **Workers**

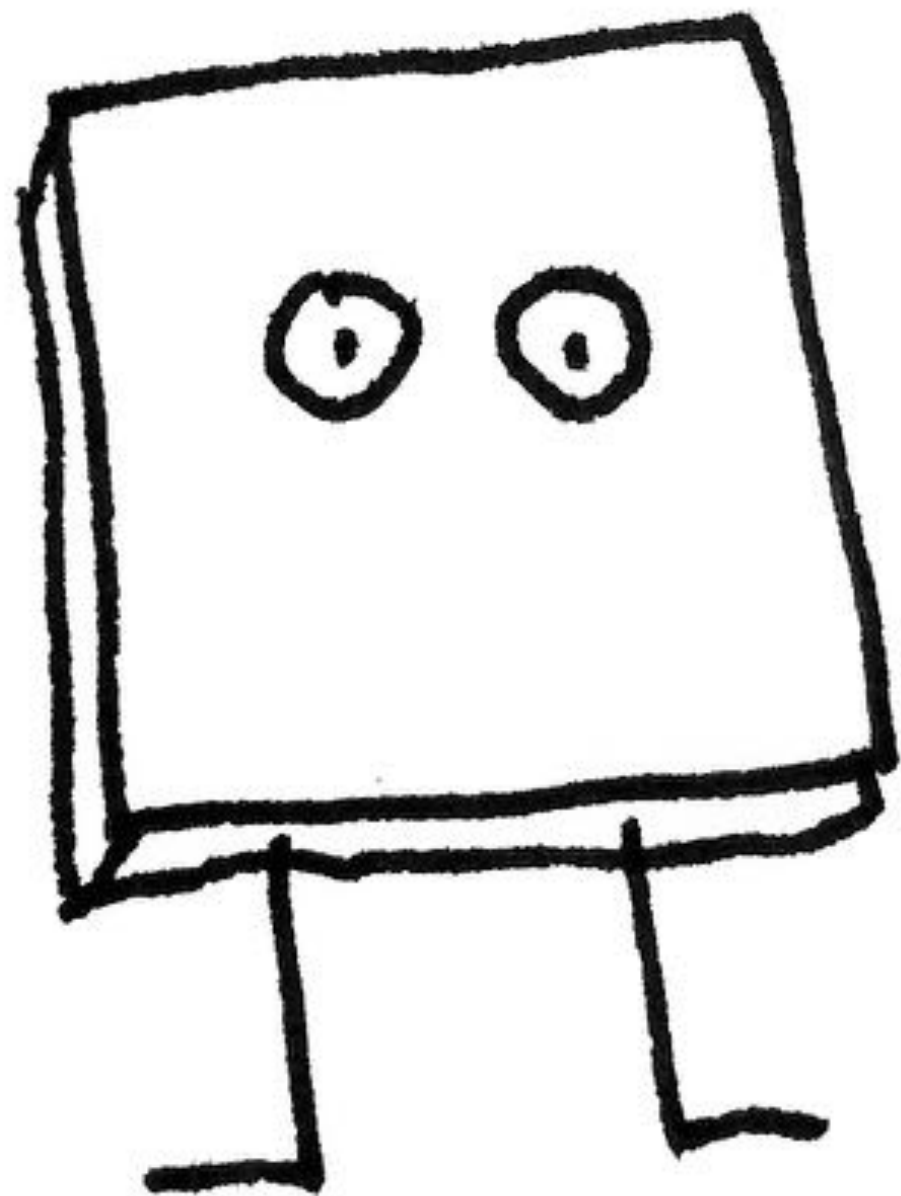
As much as we can get away with

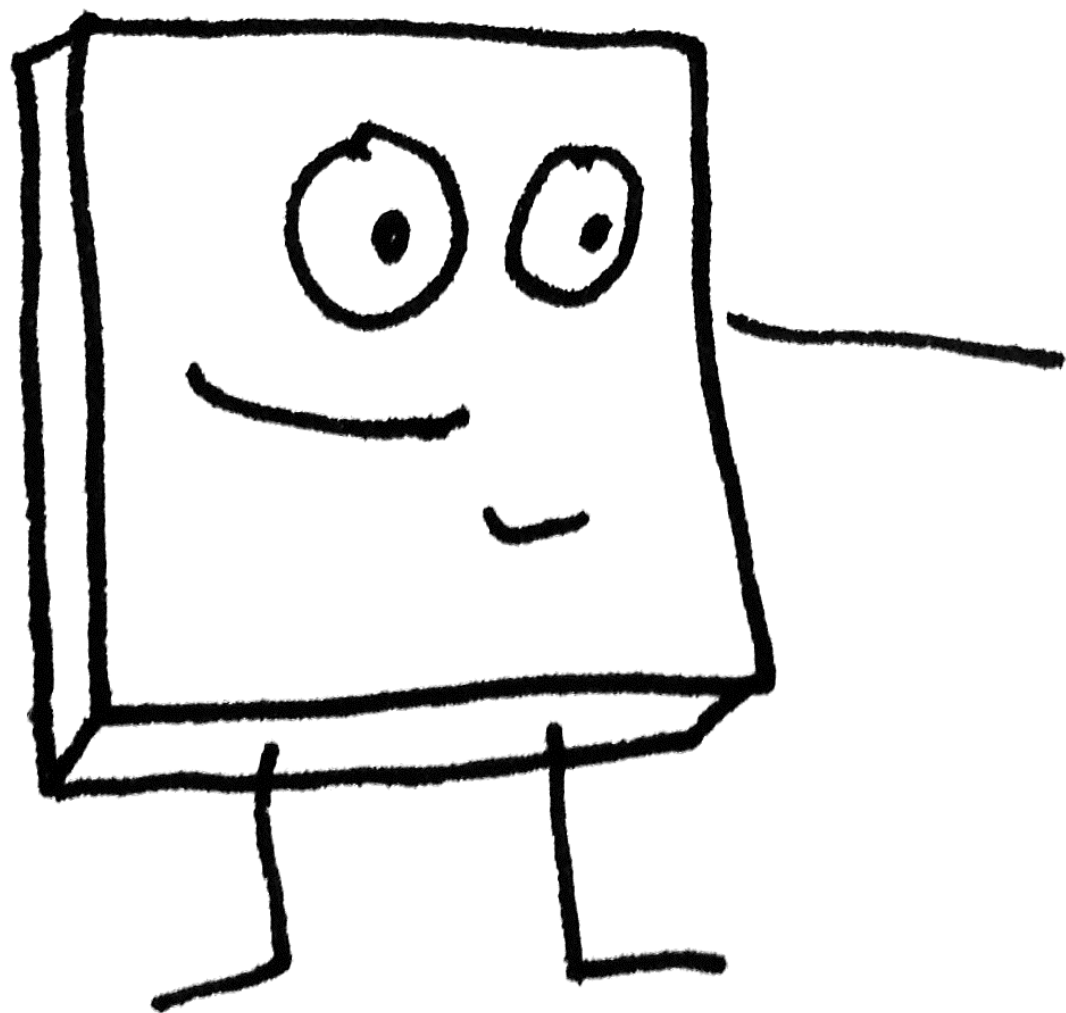


But people
won't change.



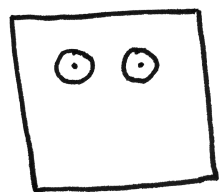
But, what will
motivate people
to create cooperatives?

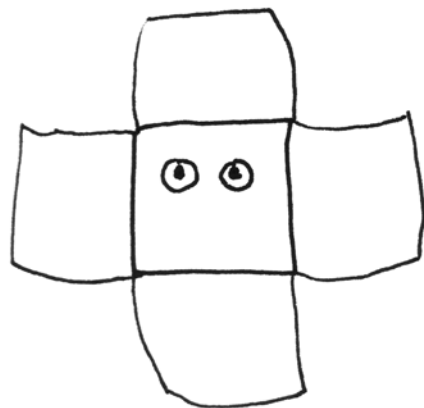


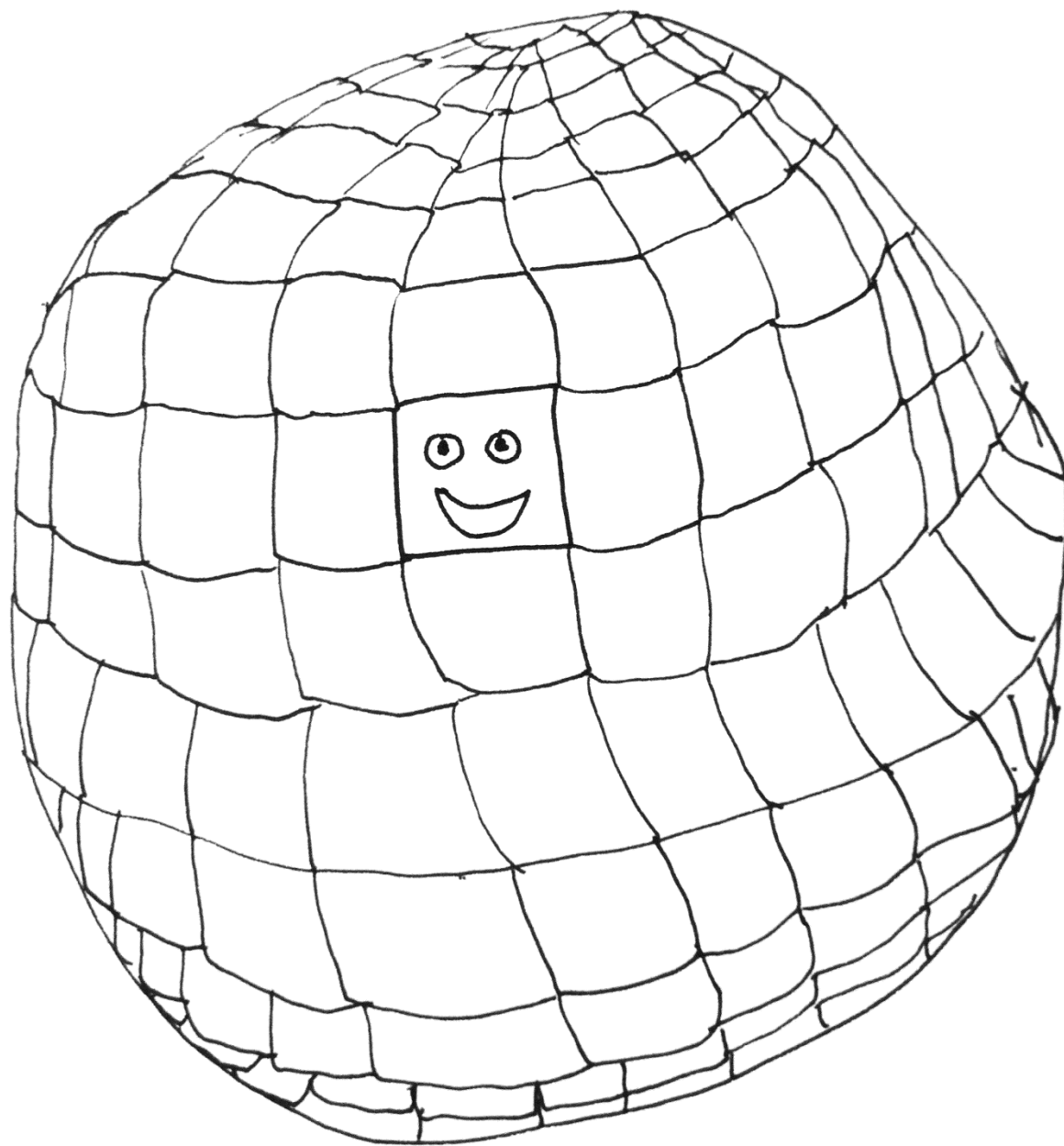


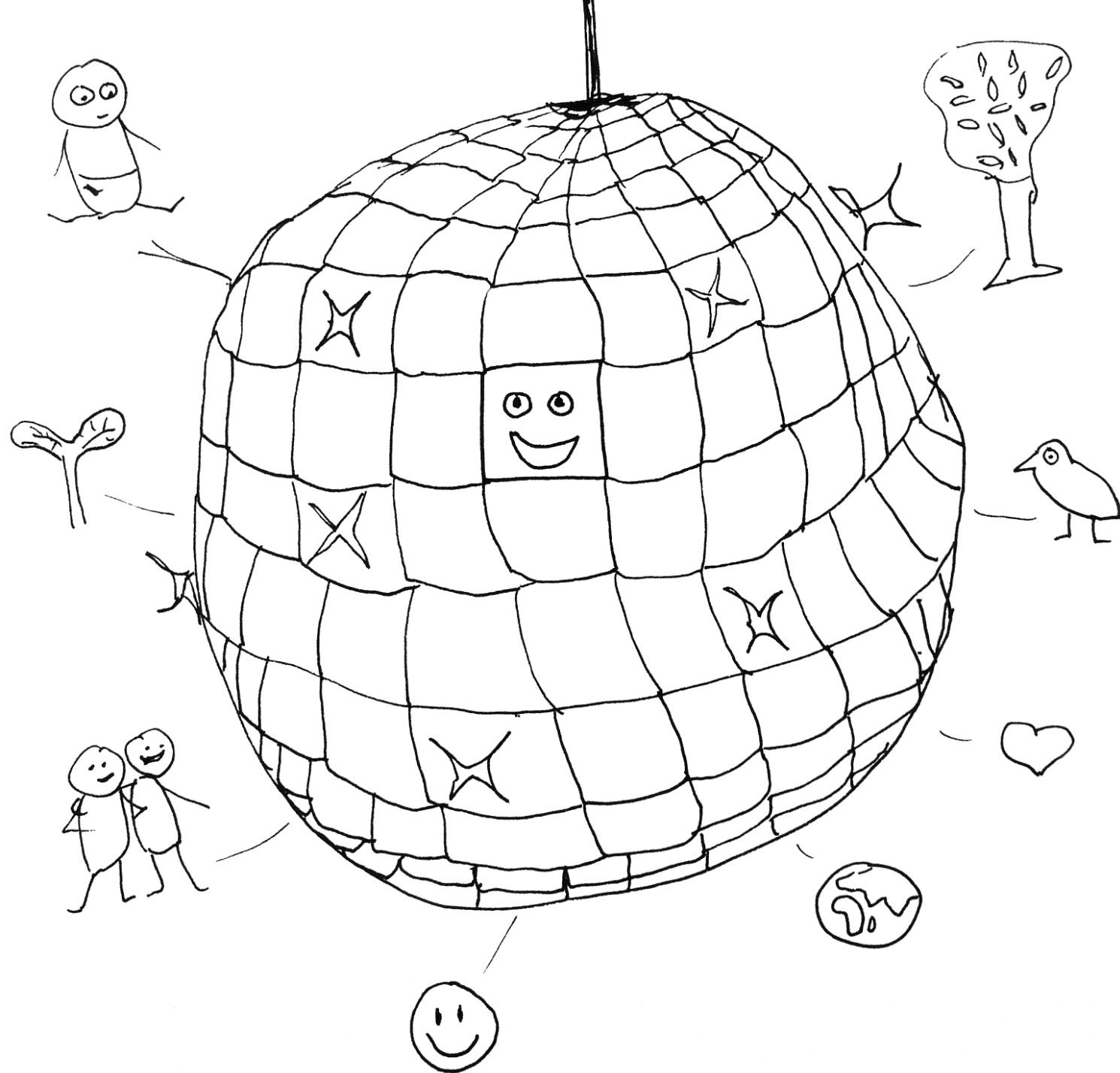




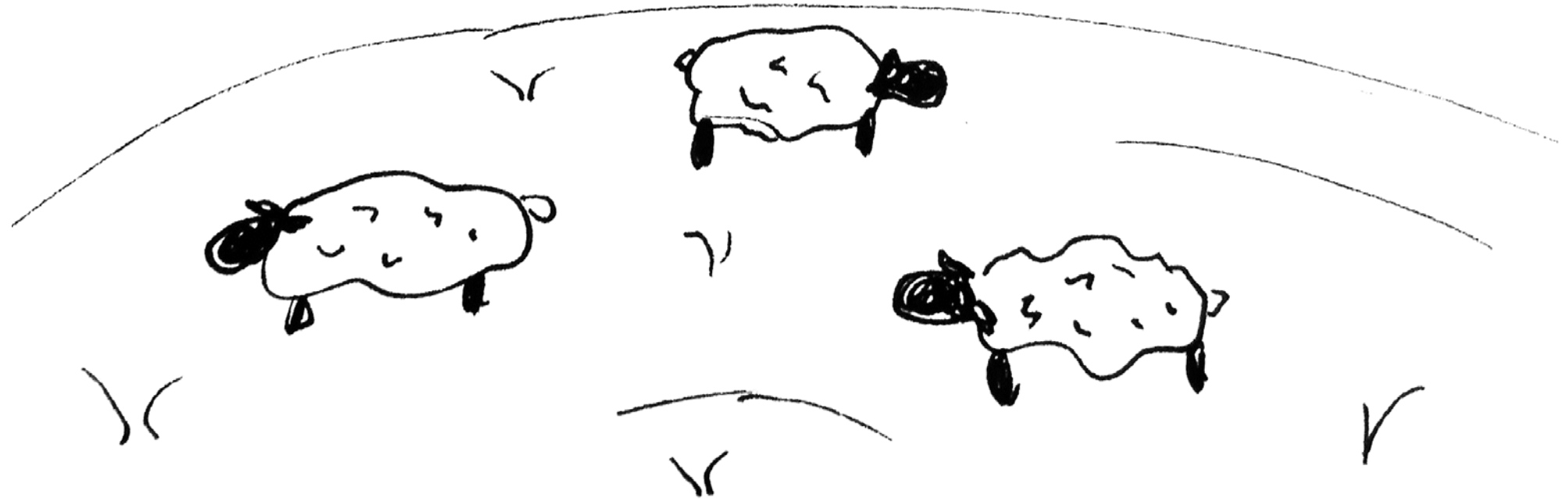








The Commons ?



The

!

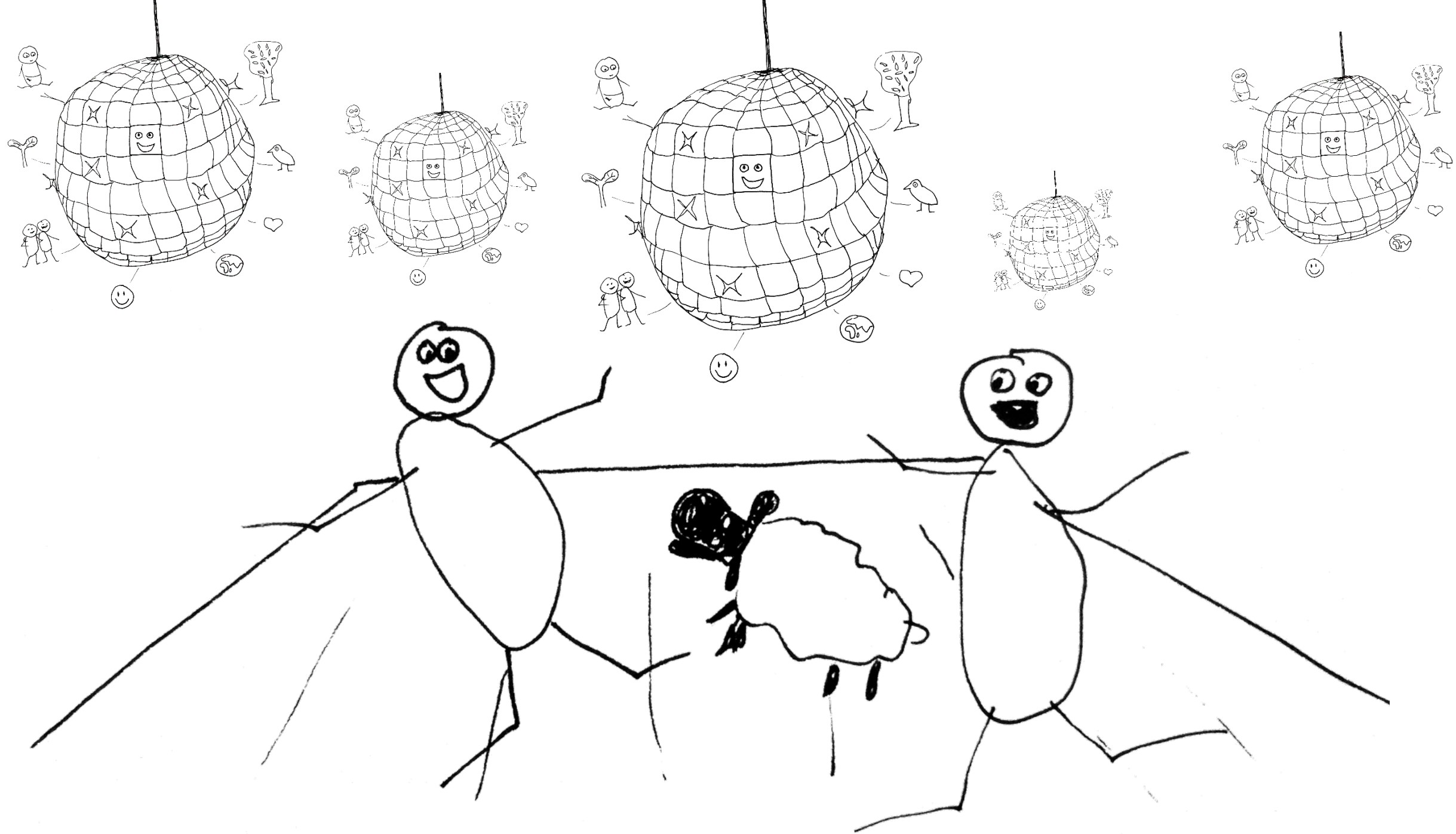

People work together to make decisions and allocate resources, with the goal of providing for and sustaining communities in the long-term.





**“We can create
commons!”**

**-- more or less what Nobel Prize-
winning economist Elinor Ostrom said**



Things we
should manage
as commons:

○

○

○

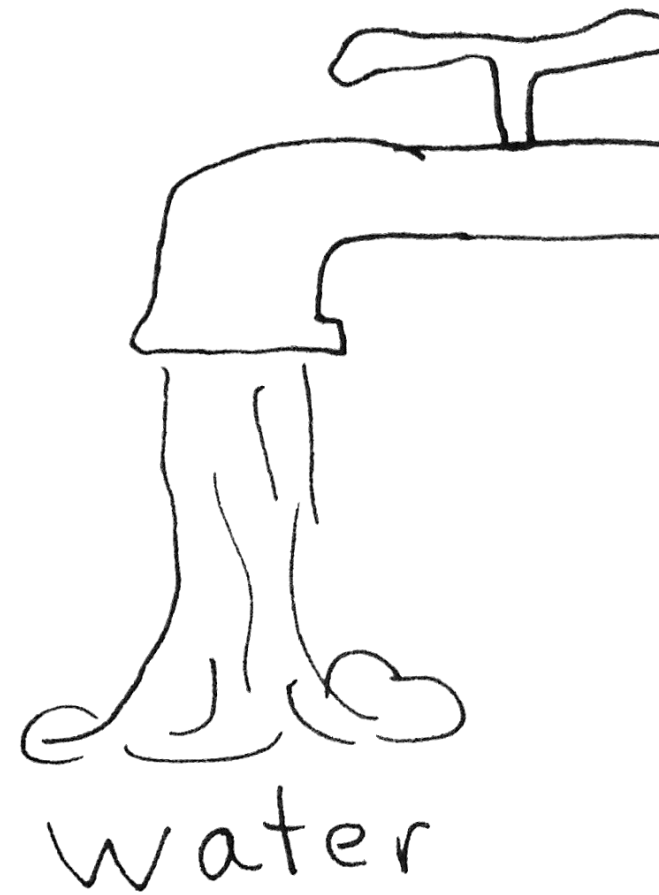
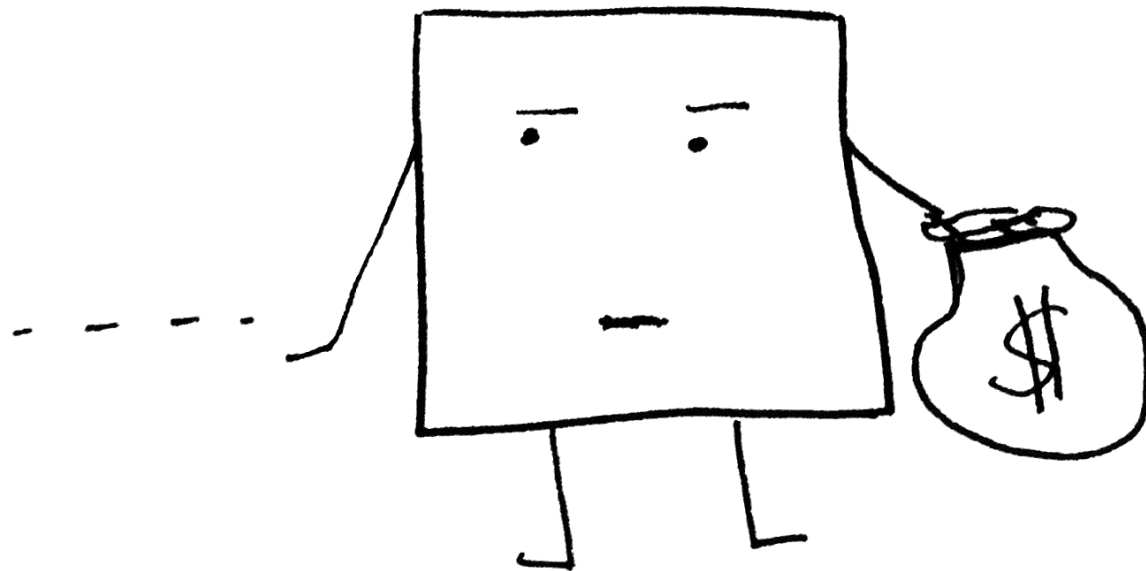
○

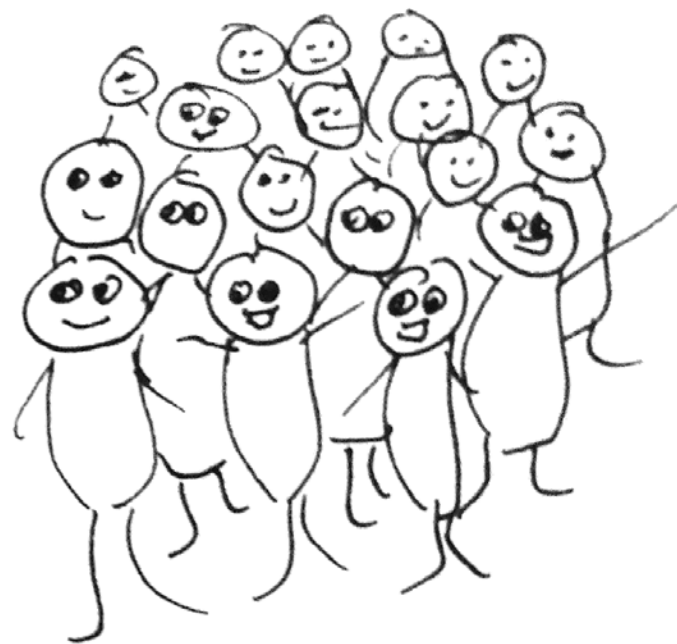
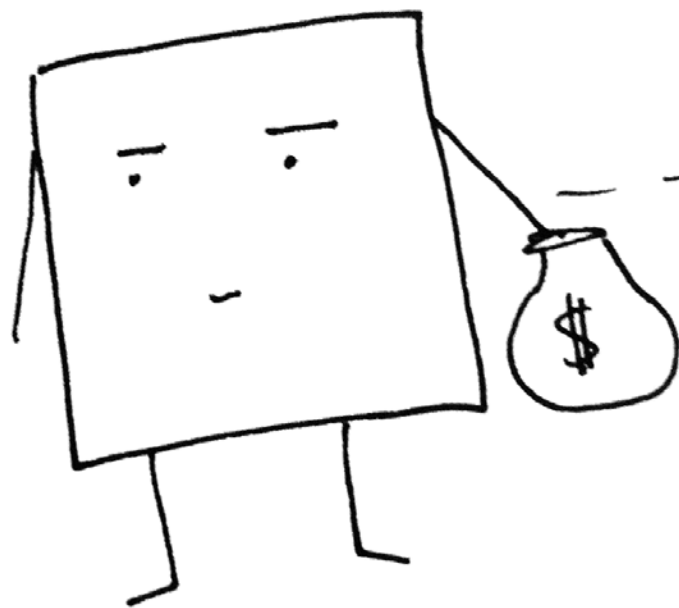
○

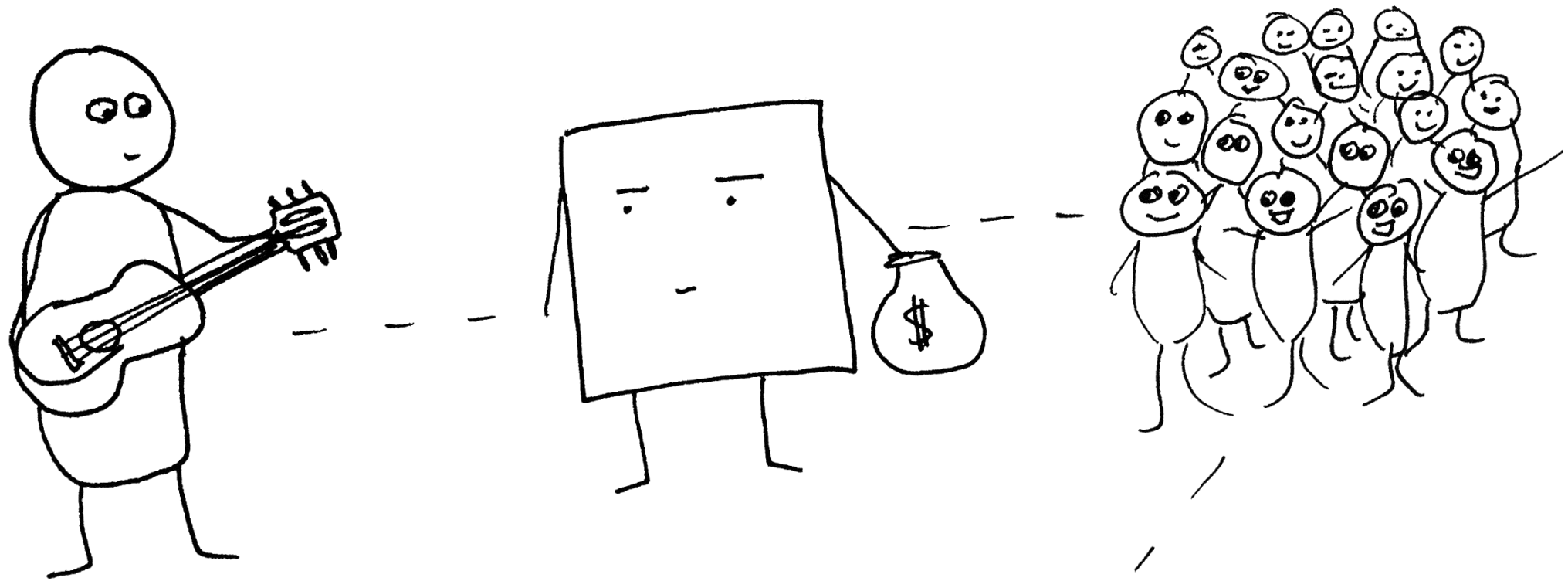
○

○

The Middle "Man"





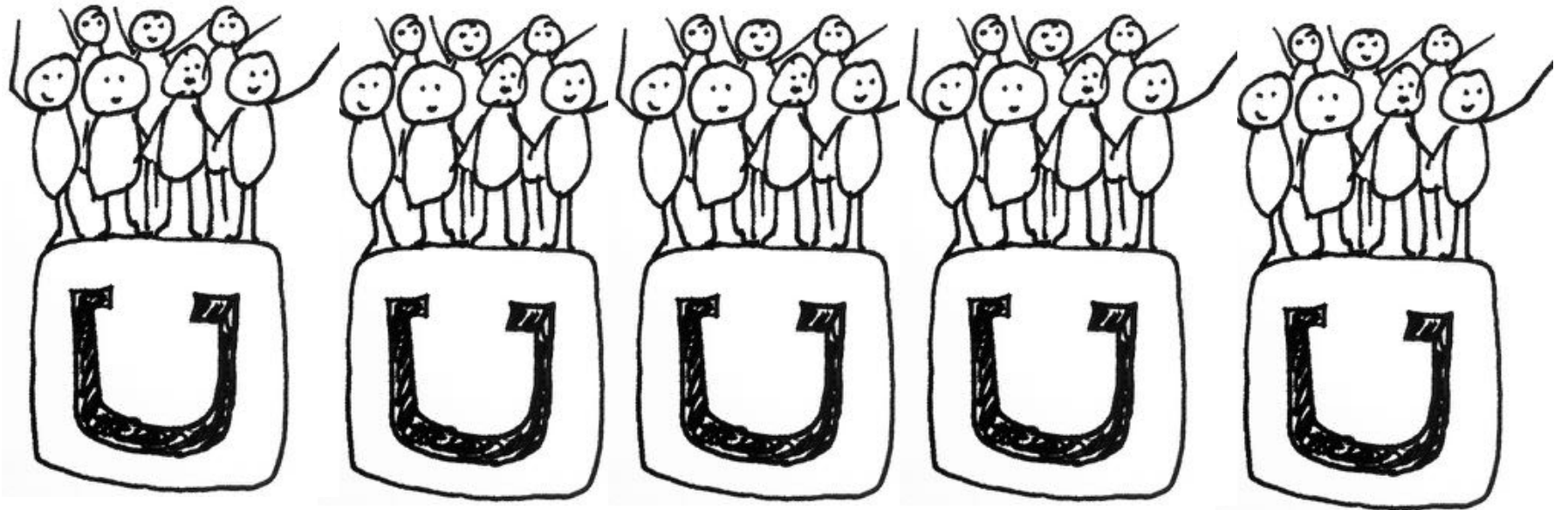


Cooperative

1. Technology

```
if {parameters.contains("name") + -  
=SQL} public.String = title_  
if ((!=null)) <Person> = System  
query + code.thing + stuff !!;
```

2. The captive attention of a lot of people:



Good News

```
if { parameters.contains("name") + -  
= SQL } public.String = title_  
if ((!= null)) <Person> = System  
query + code.thing + stuff !!;
```

= clone



[Sign Up](#)

[How it works](#)

[Log In](#)

We'll clean your place.
You live life.



What do you need help with?

[Handyman](#)

[Delivery](#)

[Moving Help](#)

[Cleaning](#)

How it Works



Cleaning

We'll make your home sparkle



Shopping + Delivery

Get anything from groceries to furniture



Handyman

Have a Tasker for help around the house



Moving Help

Let us help with all your moving to-do's



General Help

Yep, there's a Tasker for that



Upgrade Your Home

Help with projects big and small

Make life better.

Book local, independent service professionals safely and easily

📍 San Francisco, CA

🔍 Search services, e.g. Dog Walker, Tutor

How Loconomics works:



Search and book

Find the perfect person to help you with your service needs. Profiles include clear pricing and verified reviews



Service completed

Let the professional do the work and focus your efforts on enjoying the time and stress you've saved



Review & repeat

Help improve your provider's services & share the love of them with your neighbors. Karma is good

Browse by category

Home



Need some help around the house? Painters, housekeepers, handymen and more await you.

View and book

Child



Help your child learn a language, play an instrument, or give you a night out on the town.

View and book

Pet



Throw your dog a bone. Treat your pet to grooming services, walkers, sitters, and more.

View and book

Self Care



You need a massage. Personal trainers, music teachers, and a number of therapists are here.

View and book

Transport



Office



Senior



Celebration





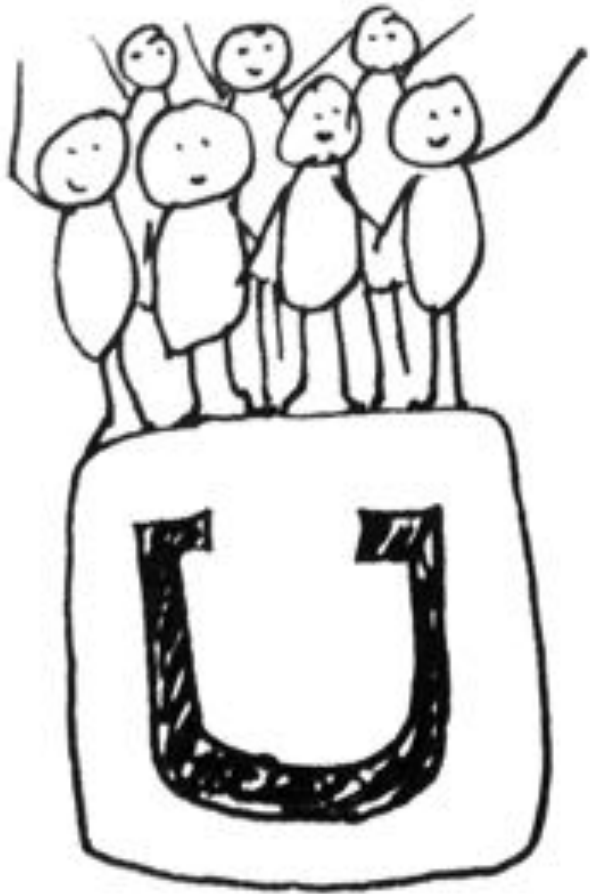
Now's the time.

A marketplace owned by the people doing the work.

[Sign up for the beta](#)

Good News

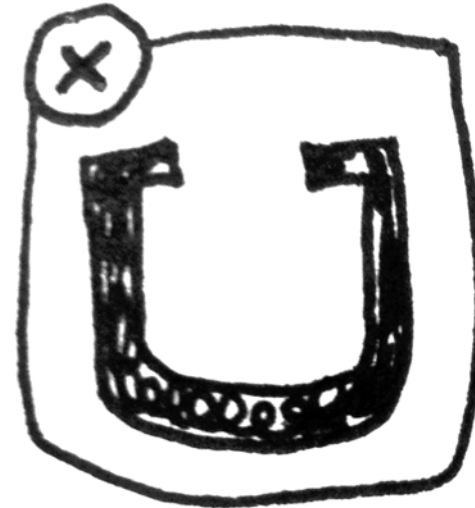
1. Organize!



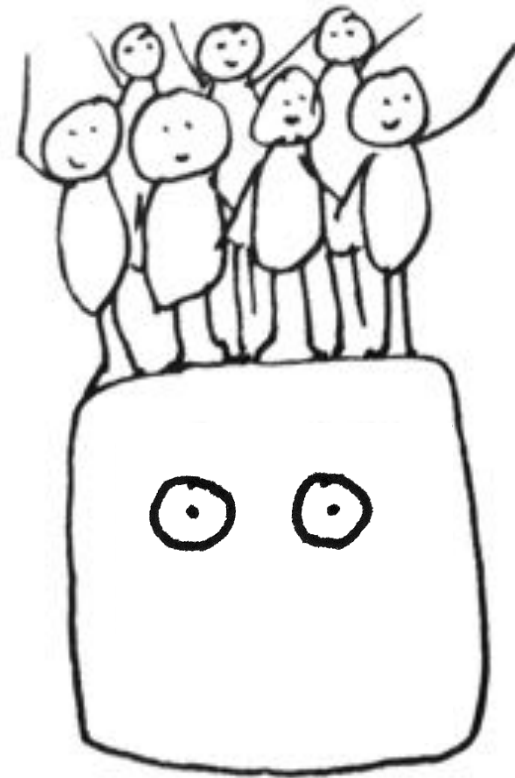
2. Leap!



3. Delete!

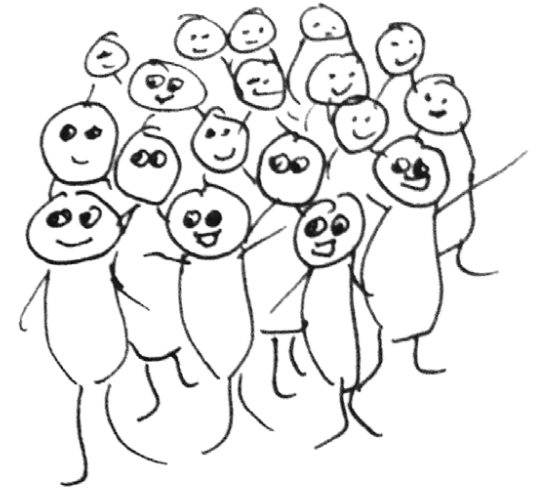
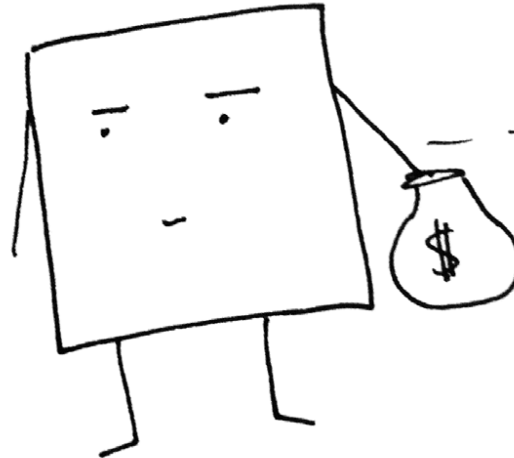


4. Repeat!



Good News

This is you.



**And this is
you, too!**

Good News

It will be....because it HAS to be....

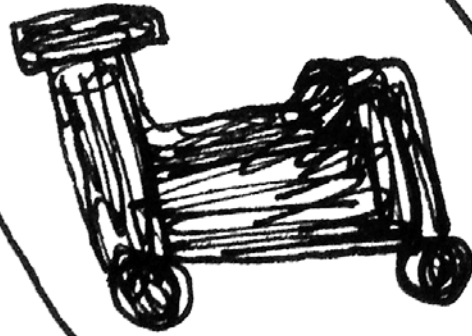
FUN!

Coops are more
efficient, stable,
competitive, etc.



BOARDWALK

COOPERATIVE



PARK PLACE

MAR
GA

Tipping
Point



Financing

Legal Structures

Cooperative Literacy

Cooperative Business Schools

Public Policy Incentives





**Sustainable
Economies
Law Center**

Good News

It will be....because it HAS to be....

Meaningful



Good News

Film

Design

Art

**WE
NEED
CREATIVES!**

Music

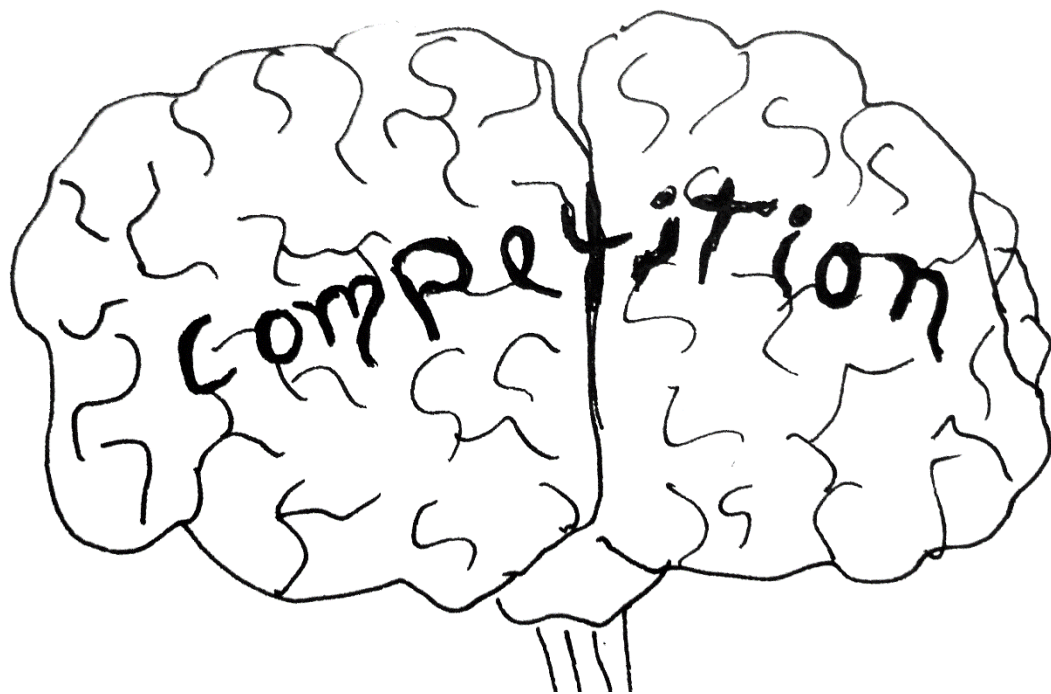
Media

Good News

Film

Design

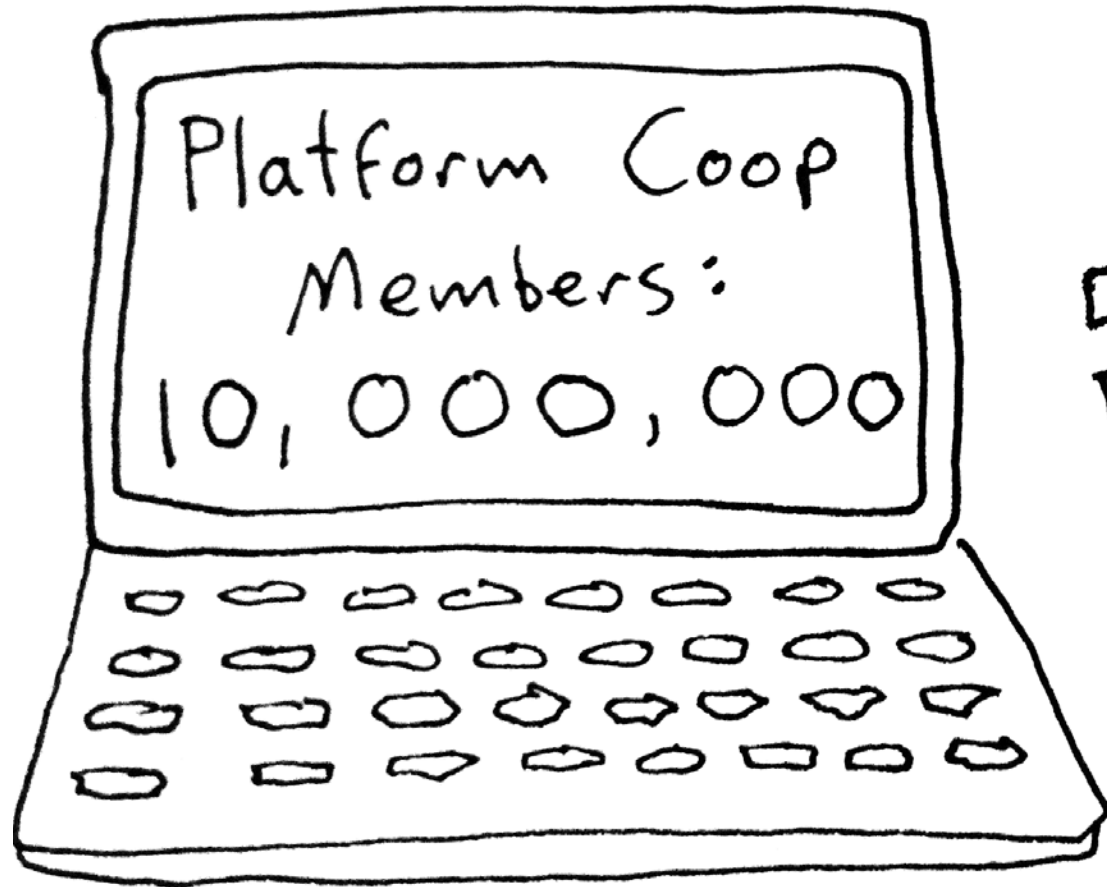
Art



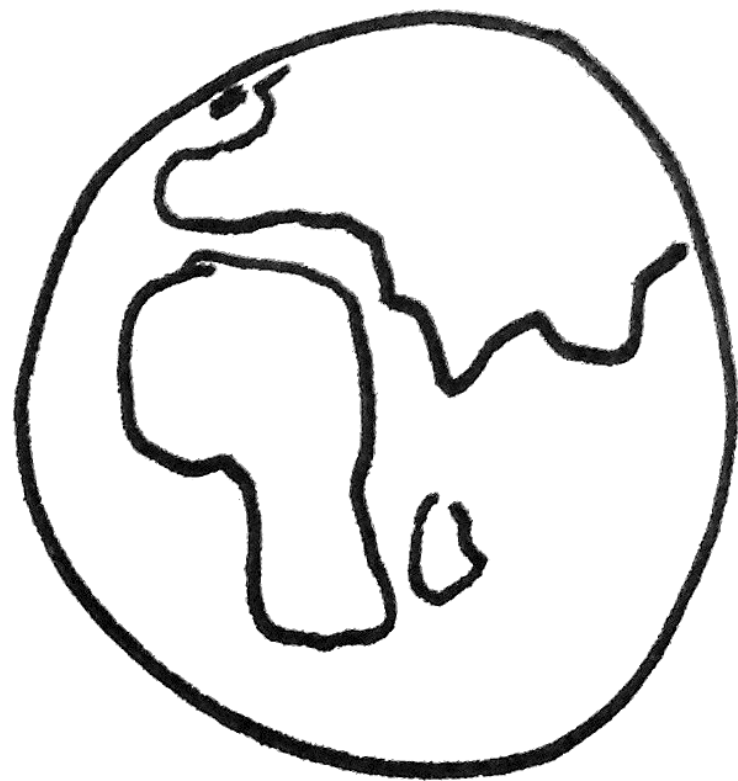
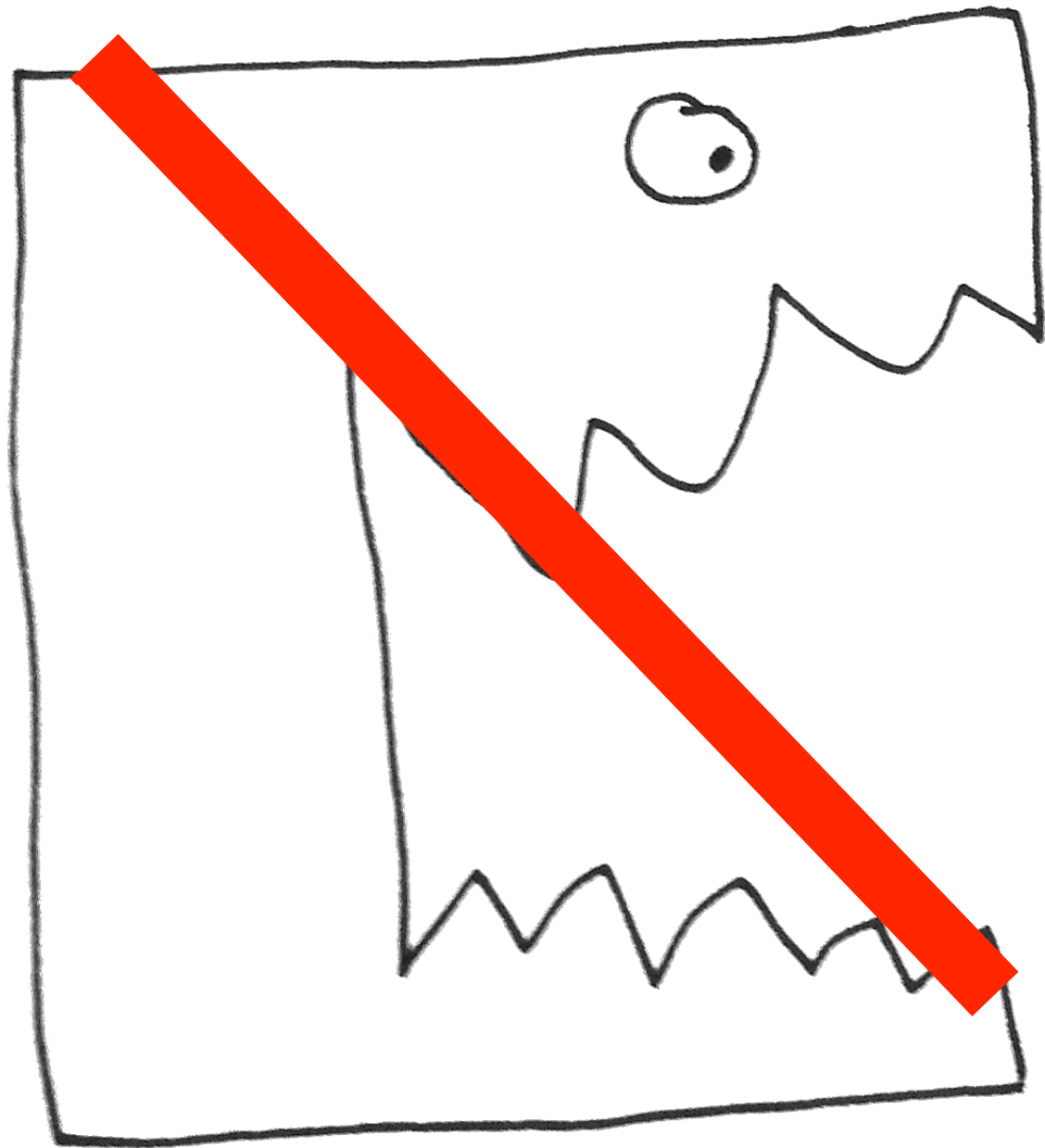
Music

Media

Good News



= People Power



#ThisShouldBeACooperative

The background of the entire page is a vibrant orange. Scattered across this background are various craft and office supplies, including pens, pencils, a ruler, a stapler, a hole punch, a small calendar, a notepad, and some decorative items like a pinecone and a small figurine. The items are arranged in a somewhat chaotic but artistic manner, suggesting a creative workspace.

Etsy

Search for items or shops

Search

[Sell on Etsy](#) [Register](#)

Millions of shoppers can't wait to
see what you have in store

Open your Etsy shop



fuffernutter

Favorite shop



70

items

Favorite

Like this item?

Add it to your favorites to revisit it later.

cat book - cat illustrations - cat comics -
cat cartoons - black cat book

\$5.00

GST included (where applicable)

Ask a question

Quantity

1

Overview

- Handmade item
- Ships worldwide from United States
- Feedback: 163 reviews
- Favorited by 48 people

 This shop accepts Etsy gift cards.

Recurring funding for artists and creators

Creators receive millions of dollars each month in support from their patrons



Learn More

Join Today

We've started charging patrons for the monthly payments cycle. Please consult our newly updated [Help Center](#) if you have any questions.

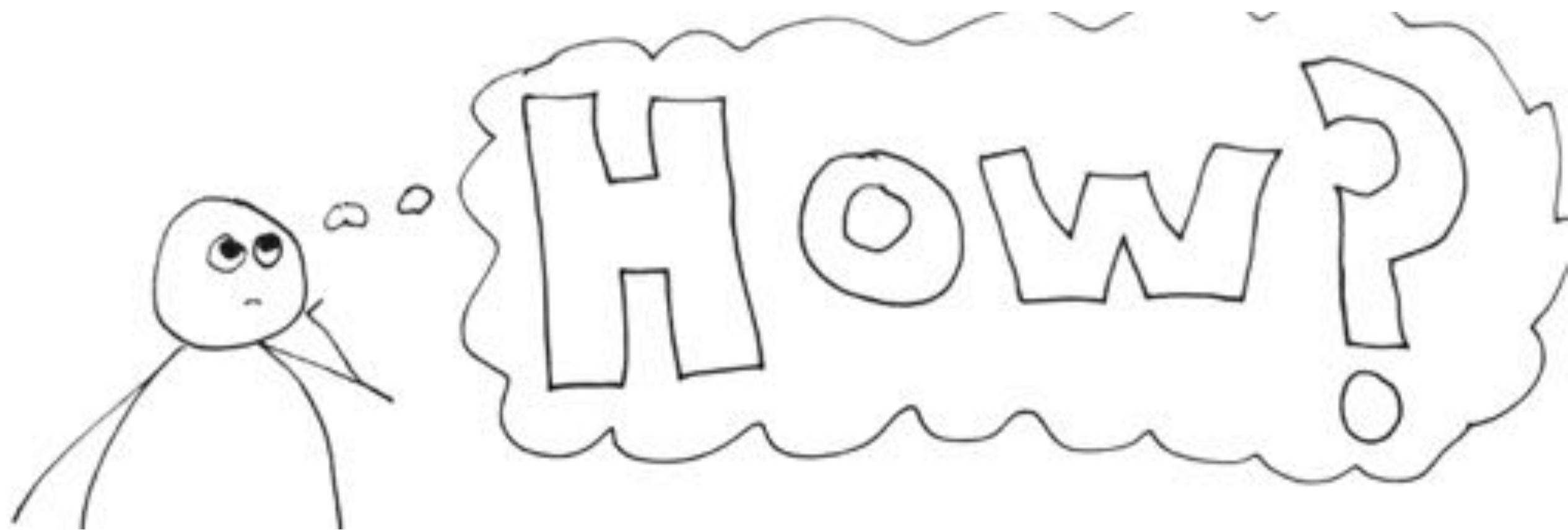


178 patrons

\$713 per creation(s)

Become a patron







=

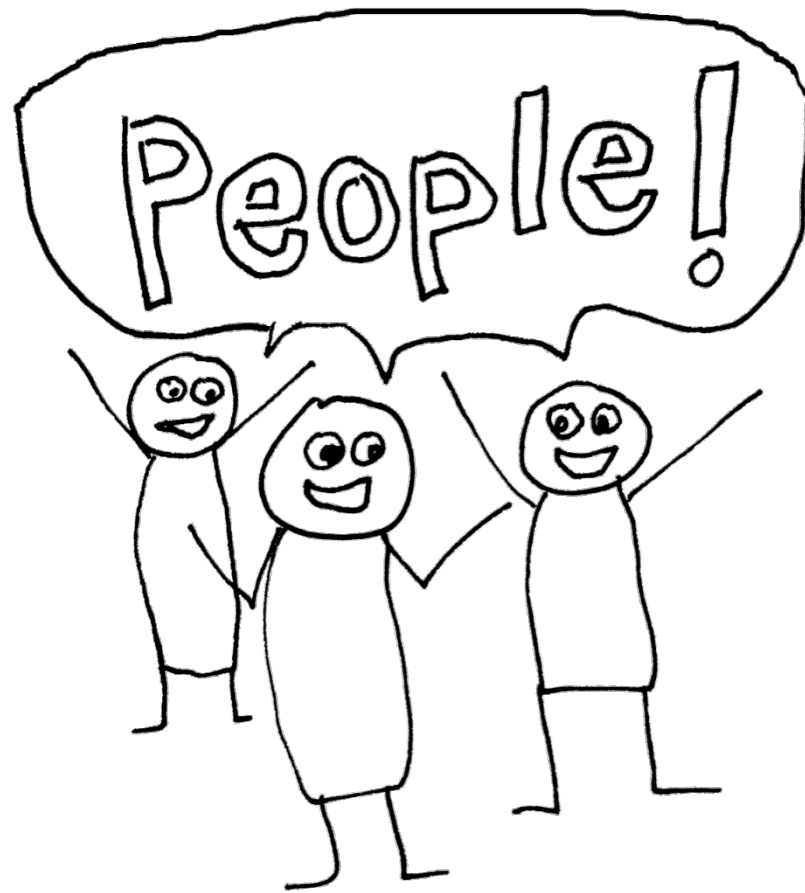
Power



=

Profits

One Major Challenge:



**Some people think
all cooperatives are this:**



Beware of the Tyranny of Structurelessness Rex

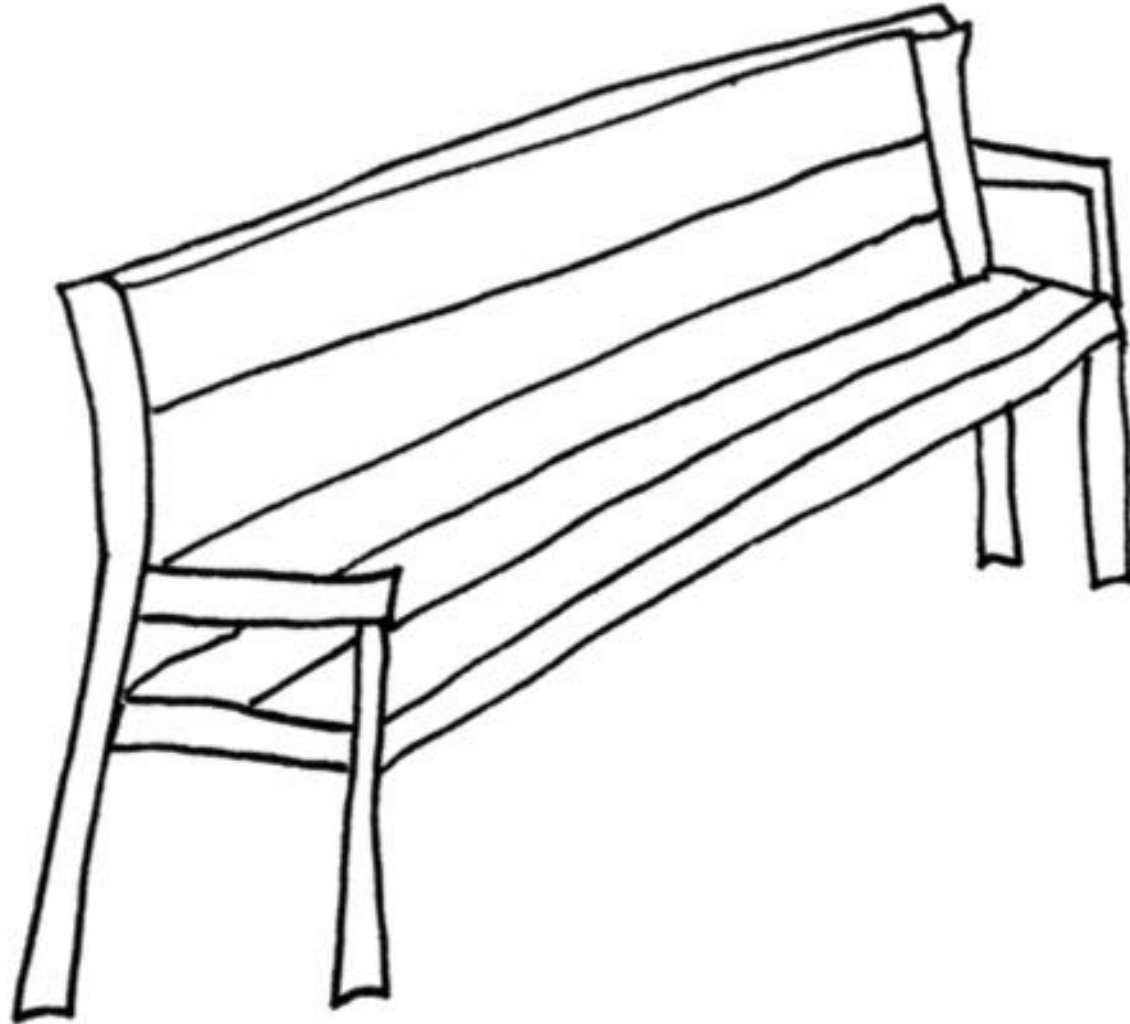
This is
what we
should do!



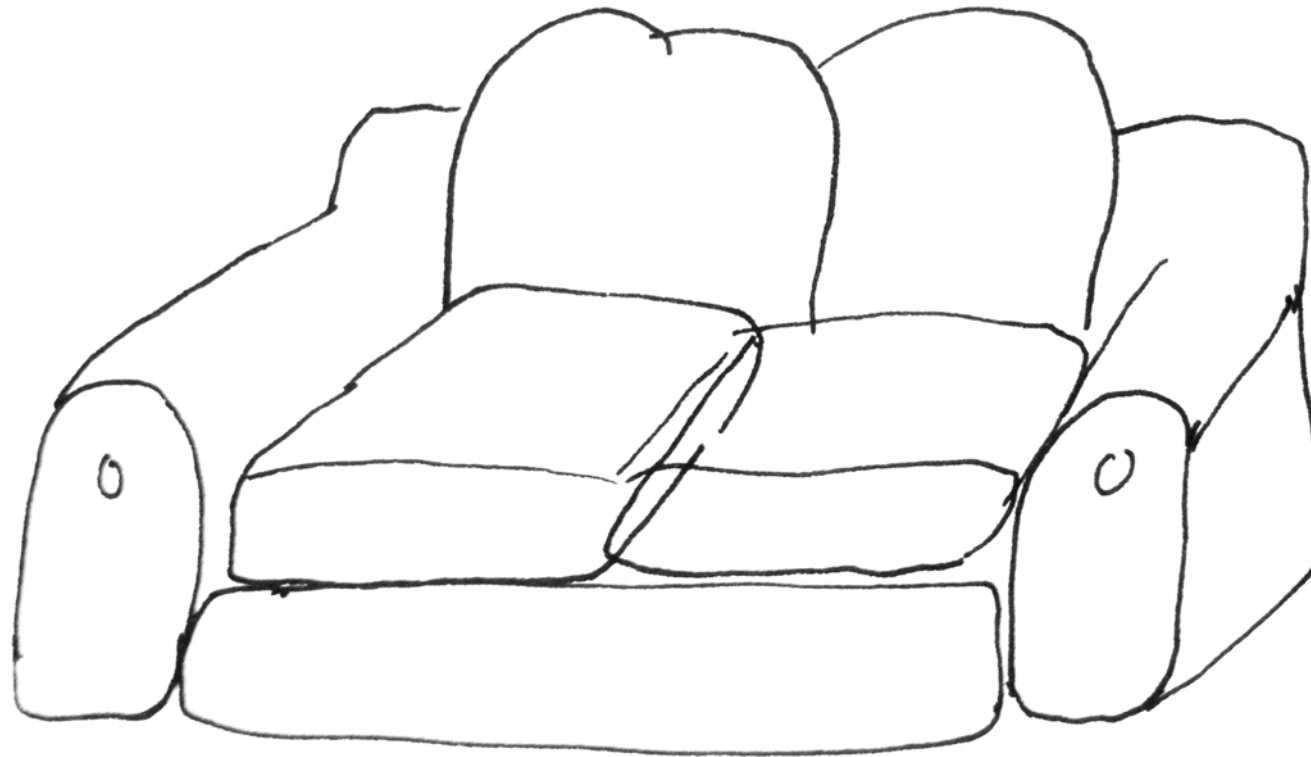


**Sustainable
Economies
Law Center**

Coops need solid structure:



**But it's the softer parts that make the fun,
meaningful, social, desirable, comfortable...**



Make life better.

Book local, independent service professionals safely and easily

 San Francisco, CA

 Search services, e.g. Dog Walker, Tutor

How Loconomics works:



Search and book

Find the perfect person to help you with your service needs. Profiles include clear pricing and verified reviews



Service completed

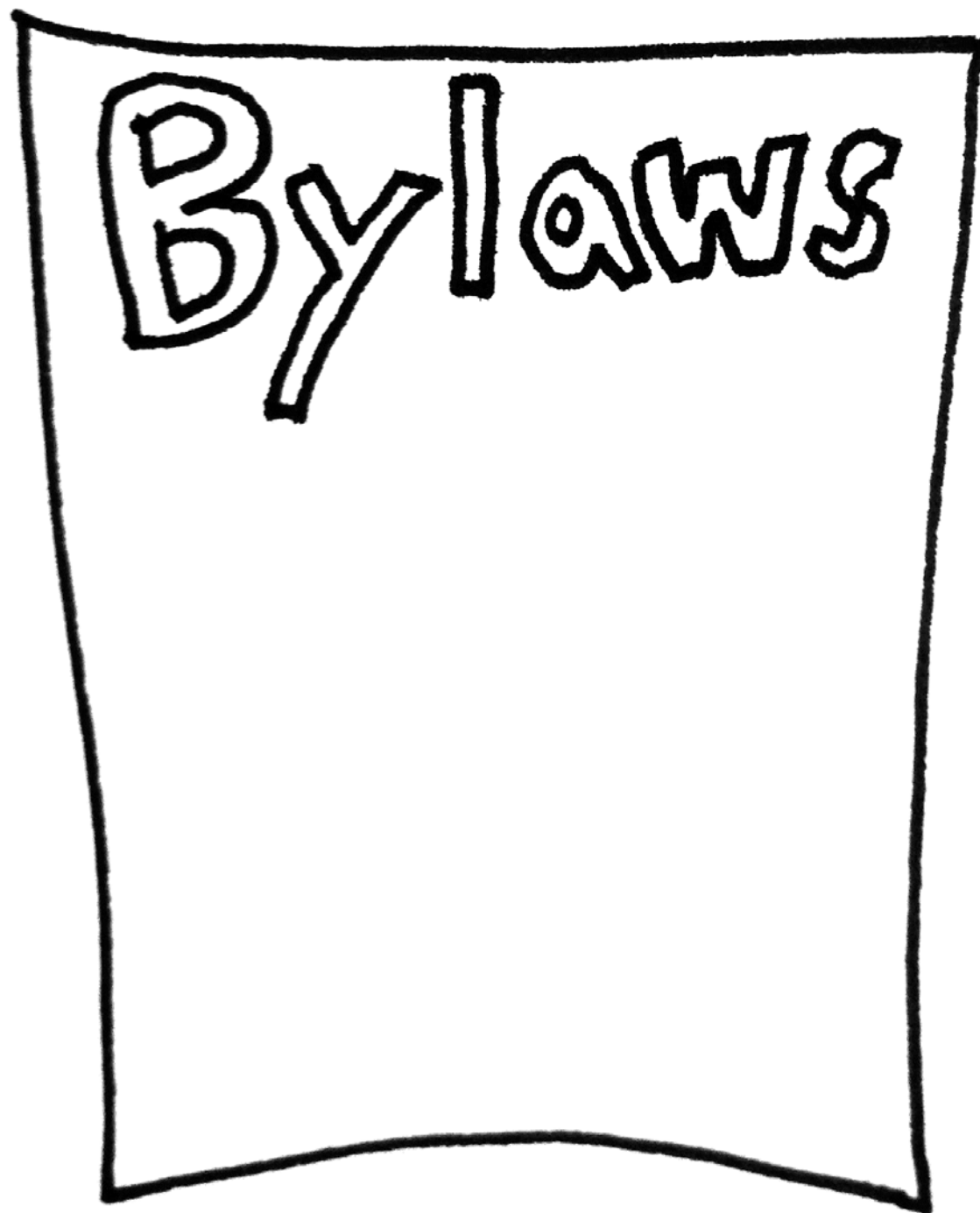
Let the professional do the work and focus your efforts on enjoying the time and stress you've saved



Review & repeat

Help improve your provider's services & share the love of them with your neighbors. Karma is good

u



e



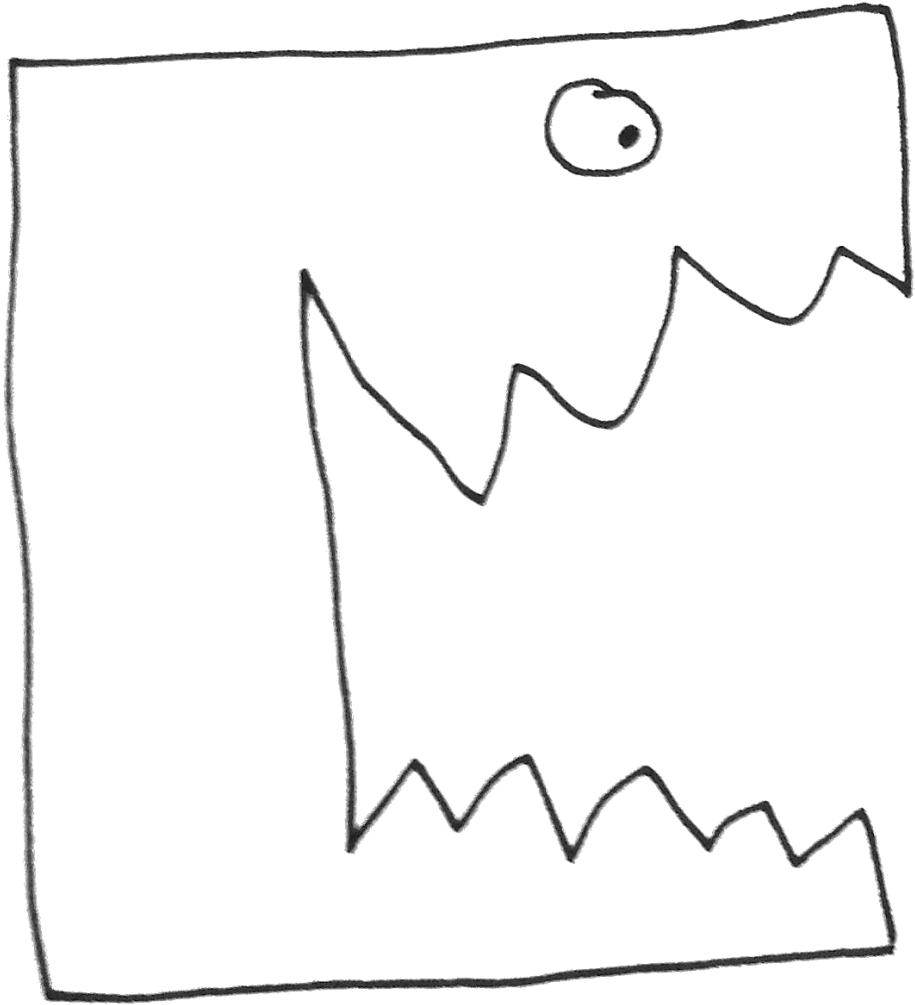
NOT

NOT

NOT

For

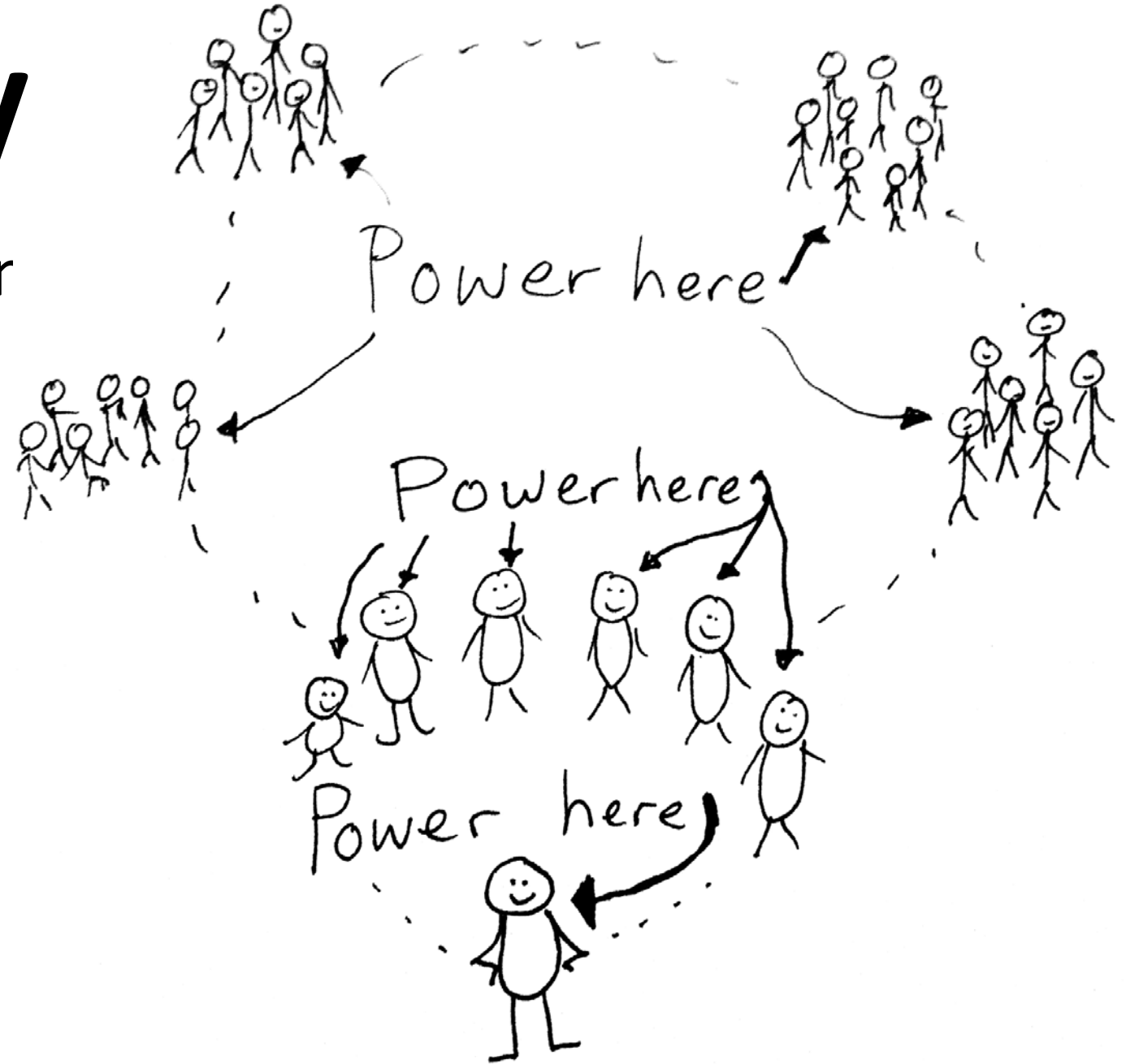
Sale

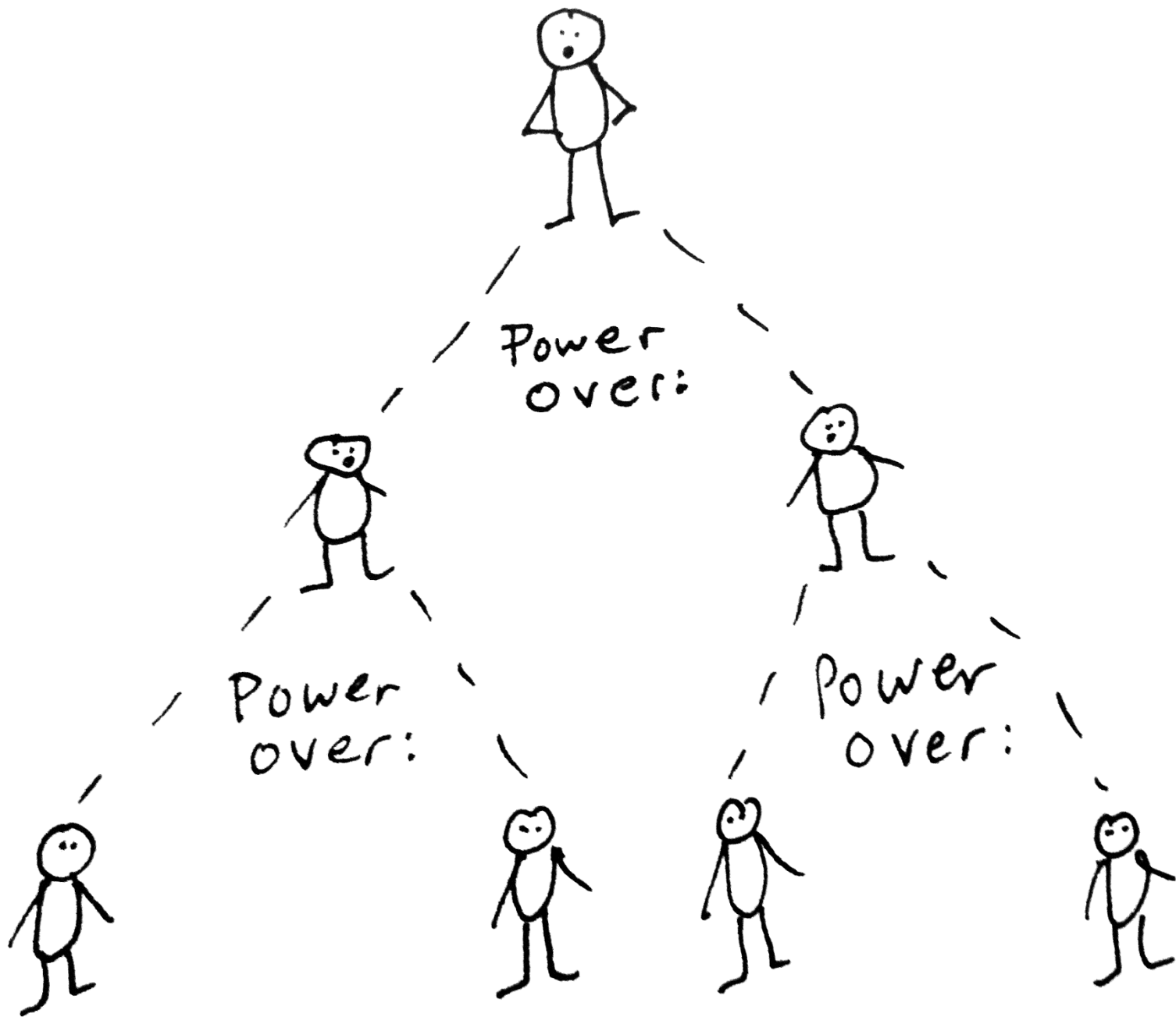


TAKE TAKE TAKE ~~TAKE~~

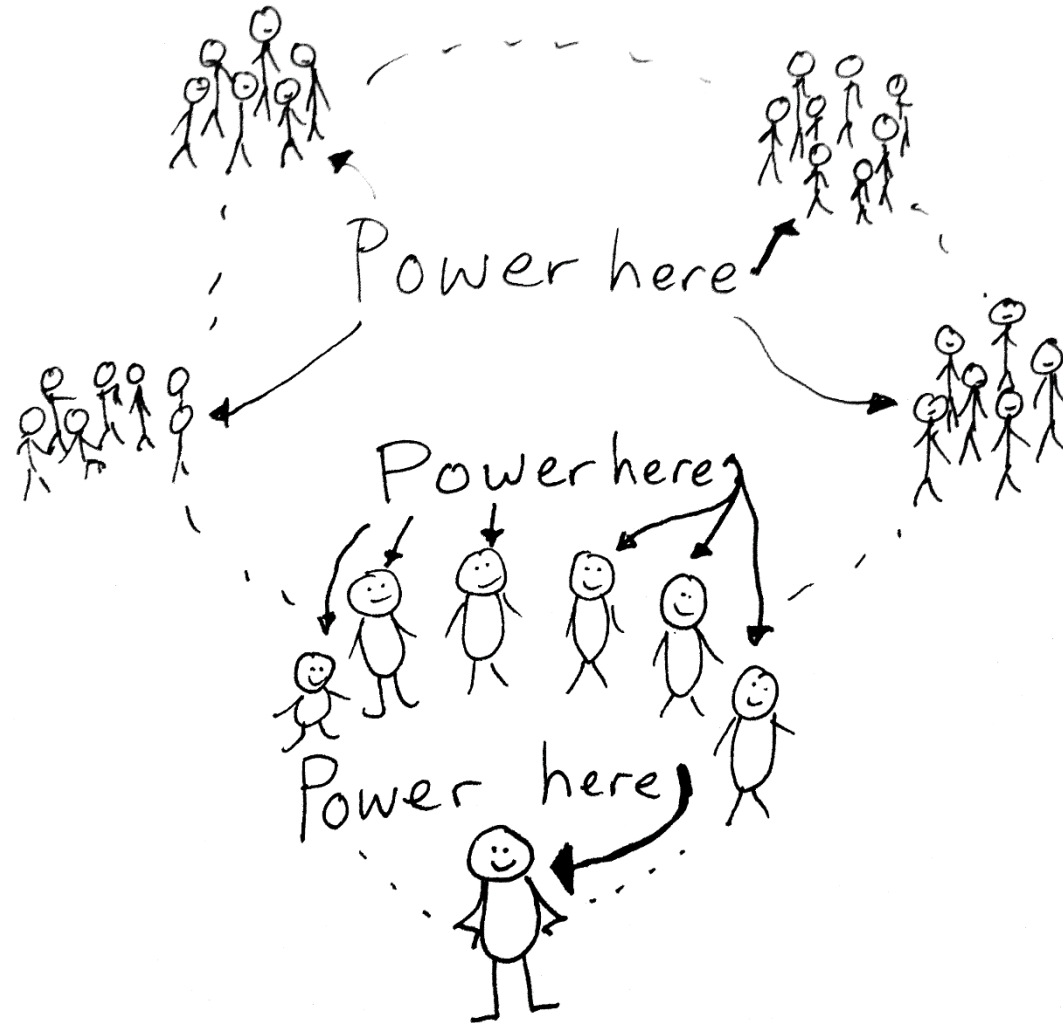
Polycentricity

English-to-English Translation
Many Centers of Power

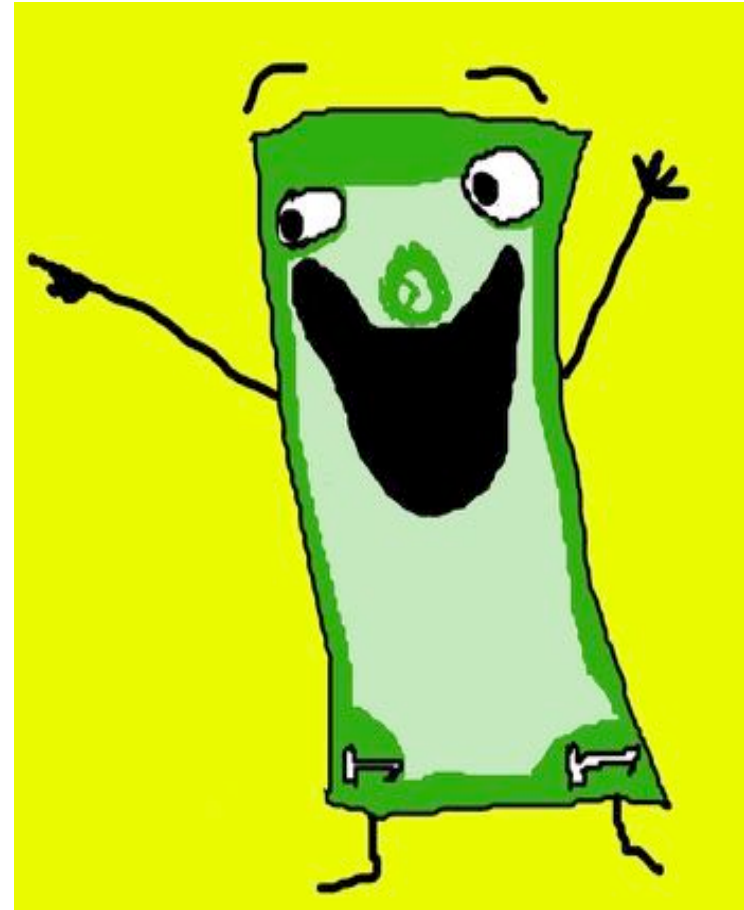
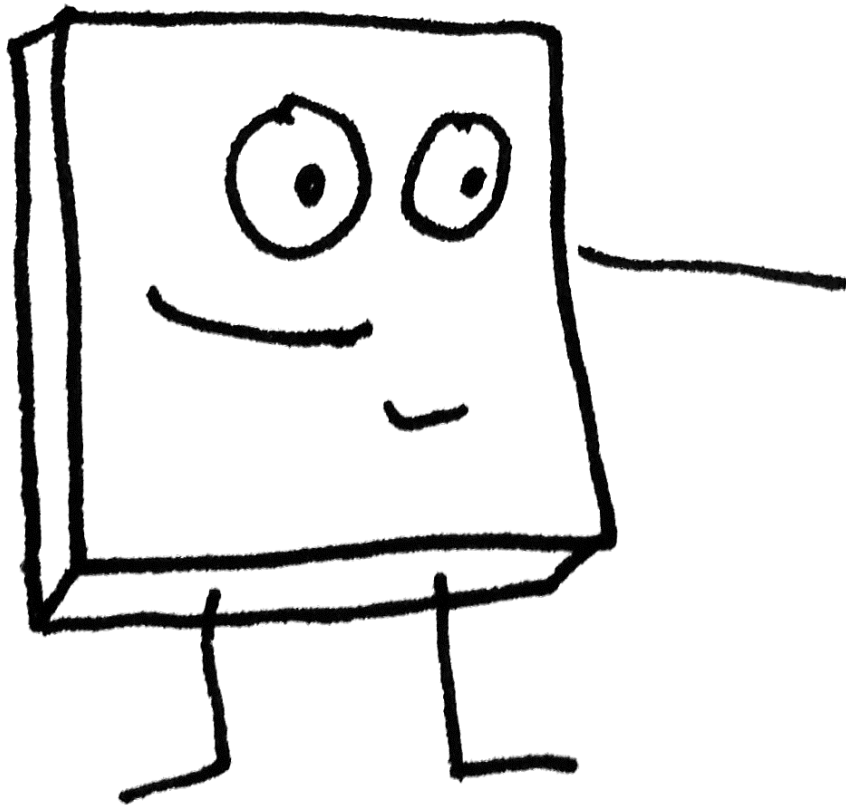




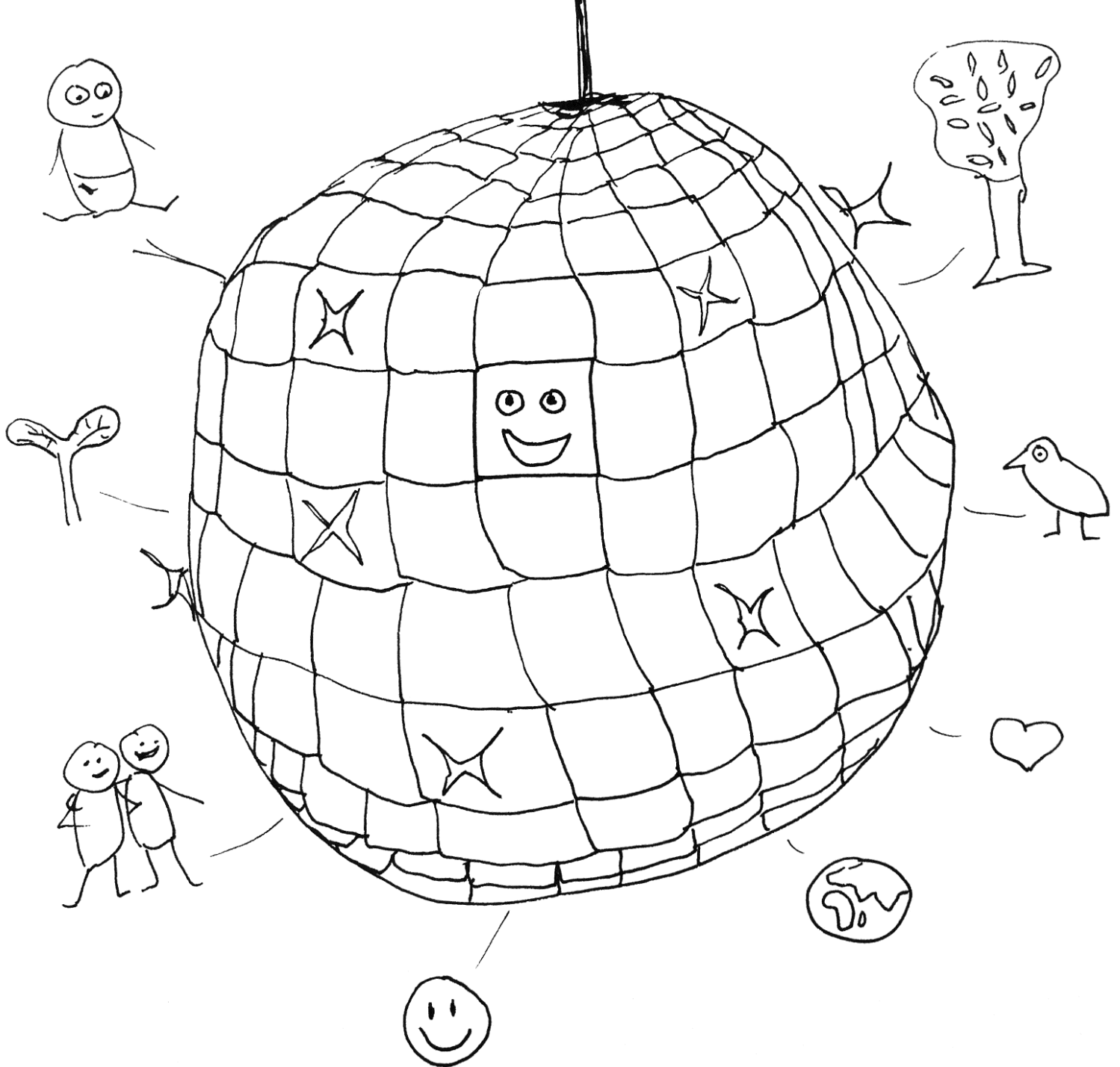
Staff Trusteeship



Has our legal system become flat and single-faceted?

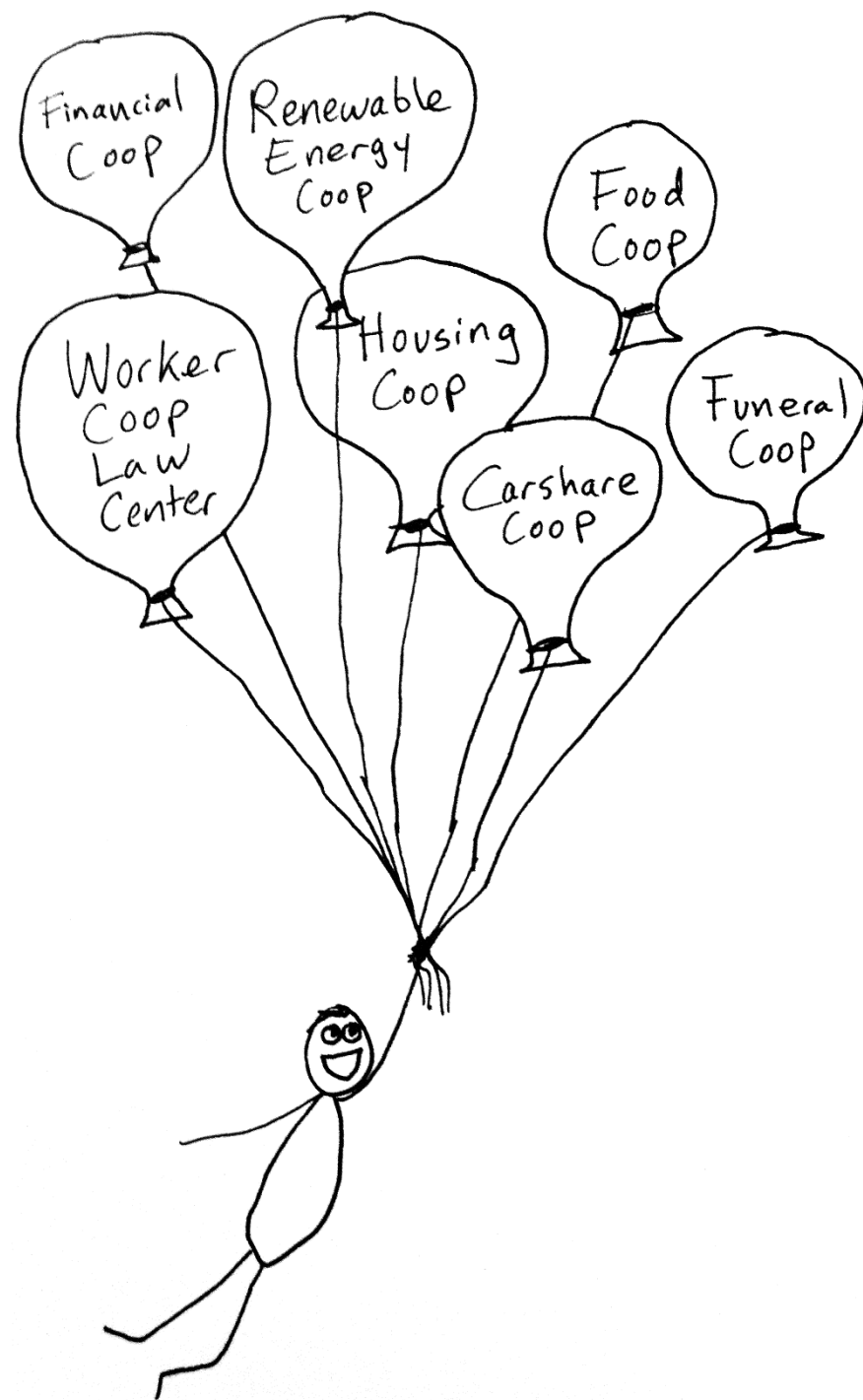


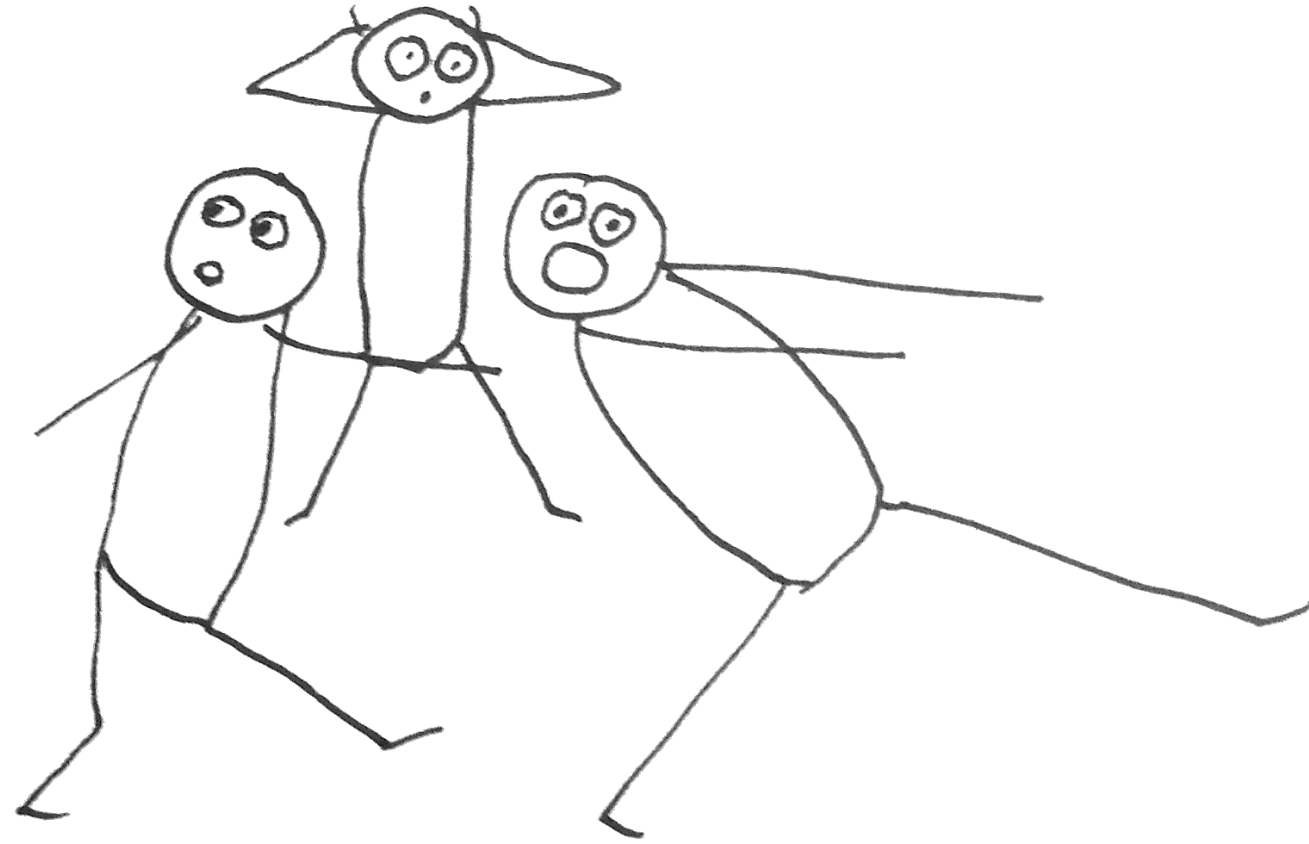
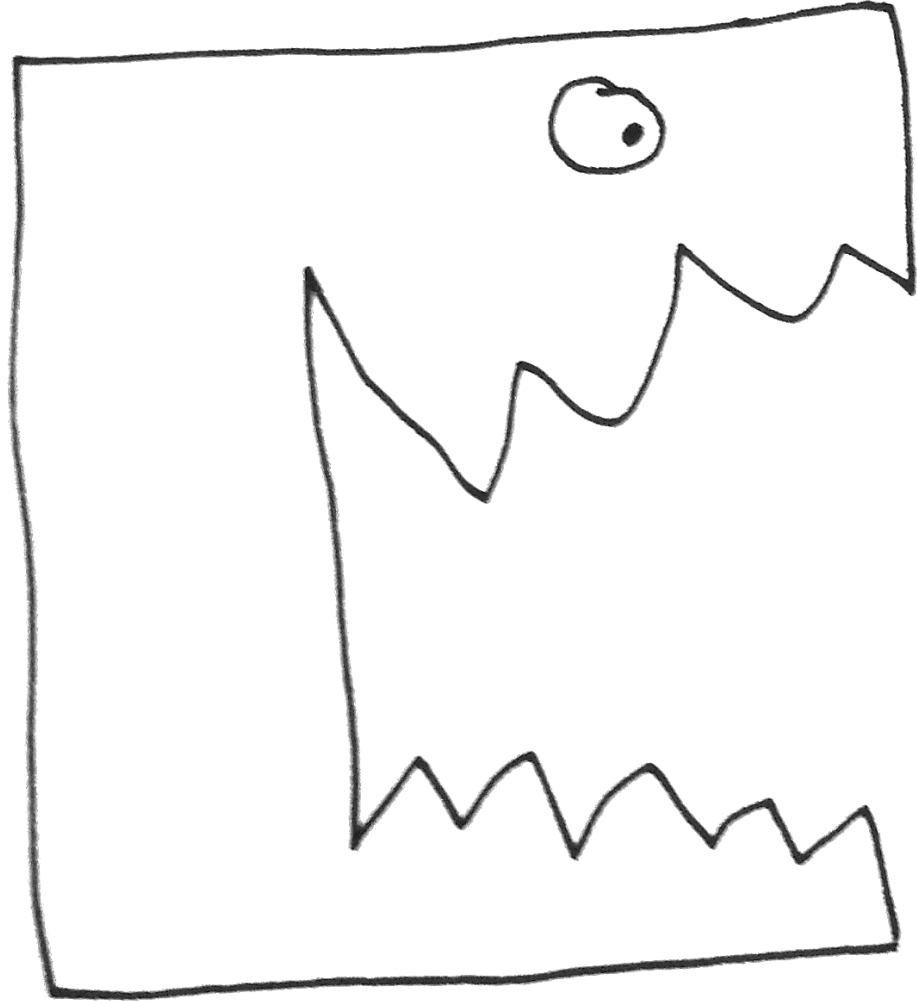
**Let's
change
laws!**



To do:

- Rethink
Everything!
- Change laws!
- Dishes

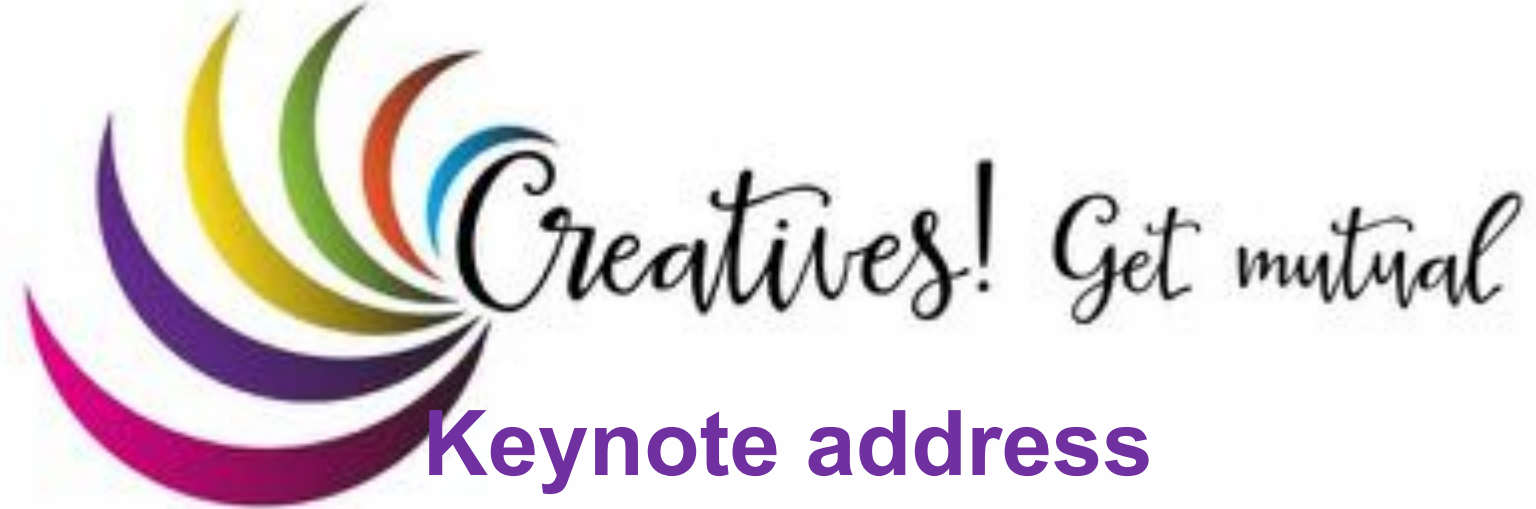




What is opposite of an apocalypse?

A co-opalypse!

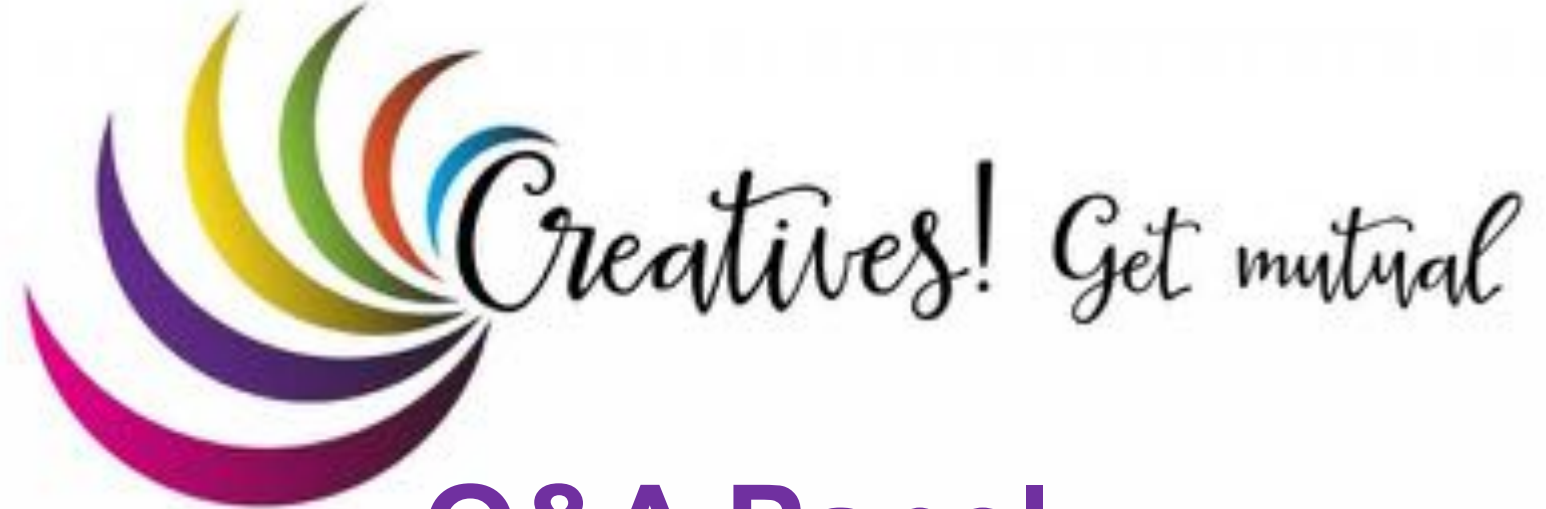




Keynote address

Purpose & Platform ... The values of co-operation

James Chin Moody
Co-founder and CEO of Sendle



Q&A Panel

- Tim Horton (Chair)
- Janelle Orsi
- James Chin Moody
- Nuno Silva
- Melina Morrison
- Peter Tregilgas



THANK YOU!