

CREA.RE Creative Regions

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Needs Analysis of the Creativity Industry in Linz

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The Survey

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- **Goal: Analysis of situation and support needs of the creative industry in Linz**
- **Carried out by IUG**
- **Semi-structured online-questionnaire, autumn 2009**
- **Response rate 11 % (165 business owners)**
- **Industries in the sample: Advertising, communication, multimedia, internet, information, training & consulting, film, arts and crafts, book, press, industrial design, performing arts, architecture, music**



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Entrepreneurs and their background

- About 20 % female entrepreneurs
- Age: 20 % younger than 19, 50 % 20-29 years
- Approx. one third of enterprises is still in the start-up or early development phase (i.e. 0 – 5 years after the foundation)
- Educational background: 47% hold an academic degree, 8% completed an university course, 31% took a BHS, 27% an AHS school-leaving exam. 12% with master craftsman's diploma, 18% passed an apprentices examination.



Entrepreneurs and their workplace

- Only a quarter of entrepreneurs works at home
- 56 % have an office outside of their home or in a start-up centre/business incubator (5 %)
- 12% have no fixed office or working place
- Female entrepreneurs have their working place more often at home or in a start-up centre

* Larger founder teams work more often in offices or start-up centres



Sole proprietor or founder team?

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- 71 % are sole proprietors
- 14 % with 1 partner
- 7 % with 2 partners
- 8 % with more partners

The larger the founder teams, the more often offices are in start-up centres/business incubators



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Size of the firm

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- **NUMBER OF EMPLOYEES:** About two thirds without employees. A quarter employs less than 10 employees; 8% employ 11 to 50; 0.6% more than 50 employees.
- **FULL-VS. PART-TIME ENTREPRENEURS:** 77 % are full-time entrepreneurs. Only 16 % are part-time entrepreneurs which are predominantly employed in an other organization



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Awareness of and usage of support measures

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Heterogeneous picture concerning the awareness and (future) usage of support measures (f.i. information, training, consulting, coaching, networks, finance)

How many are aware of, use or plan to use special support measures?

- Founder Service of Upper Austrian Chamber of Commerce: 95%
- Linz Service Center for Entrepreneurs (Wirtschaftsservice): 71 %
- Creative Economy start-up centers: 44%
- Creative Community Network: 42%
- Impulse programme of AWS (Austrian Support Bank for SME): 43%
- Design and Media Network: 39%
- Hotline for creative industries of the Chamber of Commerce: 33%



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Cooperation between entrepreneurs

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Cooperation is of utmost importance:

- Almost a third of the entrepreneurs carries out longer-term cooperations with colleagues from same branch
- Merely 12 % don't cooperate with other entrepreneurs
- Almost the half (46%) is constantly exchanging information with colleagues independently of concrete projects
- 41% are cooperating with colleagues on the basis of concrete projects

→ Moreover, more than 40% of entrepreneurs plan to intensify their networking activities in the future.



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Further Training needs

- Most often mentioned (one third of respondents) are **legal questions** (f.i. trademark right, protection of data privacy, copyright)
- Approx. 25 % emphasizes a training need in **soft skills** (f.i. sales and negotiation training, reputation management, self development and coaching)
- Approx. 25 % wish creativity workshops and the **support of exchange of experience** (platforms, networks) with colleagues
- Only 17% see a need in the field of business administration (taxes, controlling, accounting)
- Only 15% express a need for improving their management skills (f.i. leadership, business organization)



ENTREPRENEURSHIP IN THE CREATIVE INDUSTRIES

- IUG course at University of Fine Arts Linz
- Introduction in management topics relevant for start-up entrepreneurs
- Developing a business plan in teams
- Coaching
- Fostering contacts to relevant networks and to students from other universities
- Including testimonials and experts from support infrastructure



Winner of the **European Enterprise Award**
„Promoting the Entrepreneurial Spirit“ (Madrid 2010)
and of the award „Premium Case recommended for
Implementation in other Member States“, European
Commission, European Charter for Small Business
Conference (Stockholm 2009)



Lessons learned: How to improve the support of creative industries?

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- Differences between knowledge and usage of the different support offers → **foster personal contact**
- Discuss synergies between different types of local support activities → **create a common brand for the creative industries**
- Discuss marketing strategies for networks and **create industry-specific networks** (film, art, advertising) as homogeneous networks instead of heterogeneous are preferred by entrepreneurs



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Lessons learned II: How to improve the management skills of creative industries?

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- **Improve awareness of training needs** in business planning, management skills, financial management (through testimonials and role models, self assessment, training offers)
- **But: Training is not enough!**
- **Support of exchange of experience and cooperation** between entrepreneurs (f.i. through networks)



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