Breaking down barriers: the implementation of work integrated learning strategies to transition creative and performing artists to industry

RYAN DANIEL
LEAH DANIEL
*James Cook University*, Townsville, Queensland, Australia

The creative industries sector is complex and competitive, characterised by non-linear career paths driven by the individual, thereby requiring participants to have strong networking and work creation capacities. This paper reports on key work integrated learning strategies designed to enhance the transition of graduates to the creative industries sector and increase their capacity to succeed within this rapidly growing area of the global economy. Following contextualisation of the key issues, data gathered from employers and graduates in regional northern Australia is presented. A recently developed curriculum task is then described, which requires students to research and network directly with professional practitioners in the creative industries. Feedback on the process is presented and which reveals that, while challenging, it assists students in breaking down conceptual barriers to industry and improves their overall preparation for sustainable work in the sector.

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