



# We'll stop at nothing to advance Australia's tourism, arts and creative industries.

## We support our partner organisations to explore, examine and evaluate the potential of new creative frontiers.

Our researchers measure the value and impact of creative and cultural programs and innovations to drive the global competitiveness and sustainability of Australia's tourism, arts and creative industries.

### We offer world-leading expertise in:






- Tourism technology, distribution and online marketing
- entrepreneurship, innovation and performance of tourism and hospitality firms
- destination management and visitor behaviours
- festivals and event management
- creative and cultural production
- immersive experiences and technology
- architecture and built environments
- human-centred, sustainable and urban design.

### When you connect with us, you'll have access to:

- **The Australian Research Centre for Interactive and Virtual Environments (IVE)** – IVE is the largest concentration of mixed-reality researchers in Australia and one of the leading group of experts worldwide. The multi-disciplinary centre has extensive capabilities, including interface and environment design, neuroscience, psychology, creative computing, visualisation, training and simulation.
- **Creative People, Products and Places Research Centre (CP3)** – CP3 is an internationally recognised interdisciplinary research centre that works across the creative ecosystem of art, media, music, writing and culture.
- **Centre for Enterprise Dynamics in Global Economies (C-EDGE)** – C-EDGE's research supports industry, government and leaders to foster innovation and entrepreneurial development.
- **Match Studio** – Match Studio is UniSA's innovative research and teaching space that supports collaboration and professional practice through design-thinking and client-facing projects.
- **Australian Housing and Urban Research Institute (AHURI)** – AHURI produces policy-relevant research to improve housing supply and affordability, infrastructure development, homelessness, and social cohesion.

## UniSA in action – measuring the impact of mentorship

### Guildhouse and UniSA's partnership:

-  identified and mapped the value of artistic mentorships for both mentors and mentees
-  helped arts programs, nationally and internationally, to create best practice mentorship programs
-  created an evidence-based framework for mentorship programs
-  added a substantial body of academic research to an under-researched area
-  reinforced the need for paid mentoring programs to help independent artists advance their careers.

UniSA partnered with Guildhouse to evaluate its Catapult program – an artist-led mentoring scheme that provides funded mentorships for creative practitioners, working across visual arts, craft and design, at all stages of their career. Guildhouse is South Australia's peak body for independent artists and is a national leader in artistic professional development.

UniSA's three year research study with Guildhouse marked the first time that the impact of mentorship on creative careers had been examined within the organisation, using data collected over a decade. UniSA researchers interviewed and surveyed participants to evaluate the outcomes of the mentorship program, revealing the barriers and pathways they encountered. Participants (whether mentor or mentee) found mentorship extremely valuable and rewarding.

Despite being common practice, mentorship has rarely been studied, so this project addressed a clear gap in published research. The findings have been shared to strengthen the national and international arts sector, as well as used as a guide for future Guildhouse mentoring programs.

*The partnership was a tremendous opportunity to gather evidence, fill a gap in industry research, and importantly allow us to contribute to national and international cultural policy and best practice."*



Merinda Edwards, PhD  
Interim Chief Executive Officer  
Guildhouse

## Our partners include



# UniSA's Enterprise Hub

## World-leading technology and research expertise at your side

### We are committed to stimulating innovation and enriching the tourism, arts and creative industries.

The Enterprise Hub can connect you to experts in visual arts and design, communication and media, architecture and planning, journalism, writing and publishing, performing arts, film, television, cultural studies, creative practices, tourism and event management and marketing. 3,000 expert academics, 30+ world-class research institutes, 37,000+ students and 2,500+ industry partners are within your reach.

We're here to help you solve problems, facilitate access to expertise and facilities, and connect you with the right talent and support.



**Partner with us to uncover the ideas, solutions and connections that will make your business unstoppable.**

**To learn more, scan the QR code or visit [unisa.edu.au/enterprisehub](http://unisa.edu.au/enterprisehub)**

Through the Enterprise Hub you can:



#### Put unstoppable research teams to work

100% of our research is world-class or above. Imagine what could be possible if our team partnered with yours.



#### Build your best team

Bespoke training (from a three-hour webinar to a three-year degree), internships, co-located researchers, and access to talent for workforce planning. Our people are our strength, they can be yours too.



#### Push boundaries with access to state-of-the art equipment, systems and places

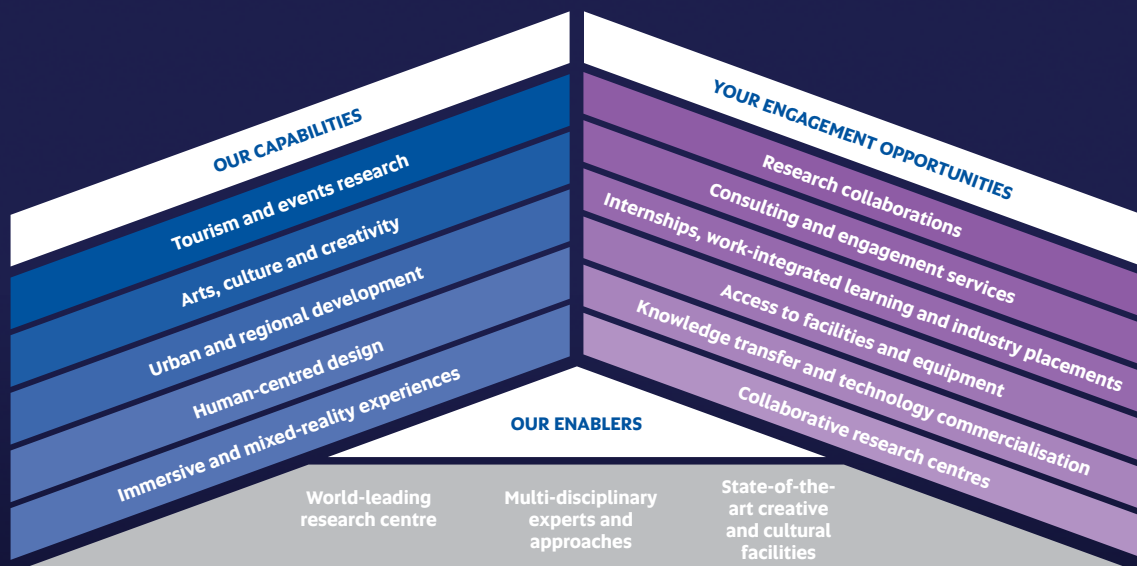
Our doors are open. Access technology and resources out of commercial reach and unlock your organisational potential.



#### Explore unexpected connections

We're nurturing more than 6,500 relationships and 2,500 partnerships in a creative and collaborative space. Be part of our global ideas network that's breaking with tradition.

### Create high quality artistic and cultural products and processes with UniSA



*"The Enterprise Hub will give you access to visionary artists, state-of-the-art facilities, the latest UniSA resources, and a wealth of opportunities. Contact us today to discover innovation solutions and new opportunities in tourism, arts and creative industries." - Rachel Toop*



Rachel Toop

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