

# DRO

Deakin University's Research Repository

## This is the published version:

Johanson, Katya, Le Rossignol, Karen and Osborne, Angela 2010, Industry mentor hub for creative industry linkages, in *Flexible education futures : partnering for collaborative and active learning : Presentations of Deakin Teaching and Learning Conference 2010*, Deakin University, Burwood, Vic., pp. 1-1.

## Available from Deakin Research Online:

<http://hdl.handle.net/10536/DRO/DU:30031423>

Reproduced with the kind permission of the copyright owner.

**Copyright** : 2010, Deakin University

# Industry Mentor Hub for creative industry linkages

**Katya Johanson, Karen Le Rossignol, School of Communication and Creative Arts,  
Faculty of Arts and Education Angela Osborne, School of Management and Marketing,  
Faculty of Business and Law**

## Objectives

Building on research on mentoring schemes for career development (such as Fagenson 1989; Allen et al. 2006), staff in creative arts have introduced industry-mentored projects for postgraduate coursework students. This project identifies and promotes the advantages of mentoring to creative arts mentors and mentees, and has developed a hub to identify a community of practice.

## Rationale

The creative arts sector is characterised by labour patterns considered to be protean and insecure (Bridgstock 2005; Throsby & Hollister 2003, p. 39). In Australia, 75% of artists work on a freelance or self-employed basis, and 63% work in more than one job at a time (Throsby & Hollister 2003: pp. 37–8). The model that dominates universities' work-integrated learning is that of employees anticipating an employment contract in a company. Work-integrated learning rarely recognises that workers in industries such as the arts require experiential learning outside the traditional workplace. One of the key needs for artists is for social capital, which substantially influences the artist's career success (Bridgstock 2005). The project's industry hub provides mentoring models to increase that social capital.

## Methodology

The team conducted interviews with industry mentors and stakeholders in Deakin's creative arts courses. Audiovisual and written case studies will be analysed to provide a range of mentor models for the creative arts discipline.

## Findings and possible implications

The interactivity of mentor models will be trialled to extend the database of industry mentorship contacts and industry access to creative arts graduates. The project team will report on strategic future directions for the hub.

## References

Allen, TD et al. 2006, 'Career success outcomes associated with mentoring others: a comparison of mentors and nonmentors', *Journal of Career Development*, March, vol. 32, no. 3, pp. 272–85.

Bridgstock, R 2005, 'Australian artists: starving and well-nourished: What can we learn from the prototypical protean career?', *Australian Journal of Career Development*, vol. 14, pp. 40–8.

Fagenson, EA 1989, 'The mentor advantage: perceived career/job experiences of proteges versus non-proteges', *Journal of Organizational Behavior*, vol. 10, no. 4, pp. 309–20.

Throsby, D & Hollister, V 2003, *Don't give up your day job: an economic study of professional artists in Australia*, Australia Council, Sydney.