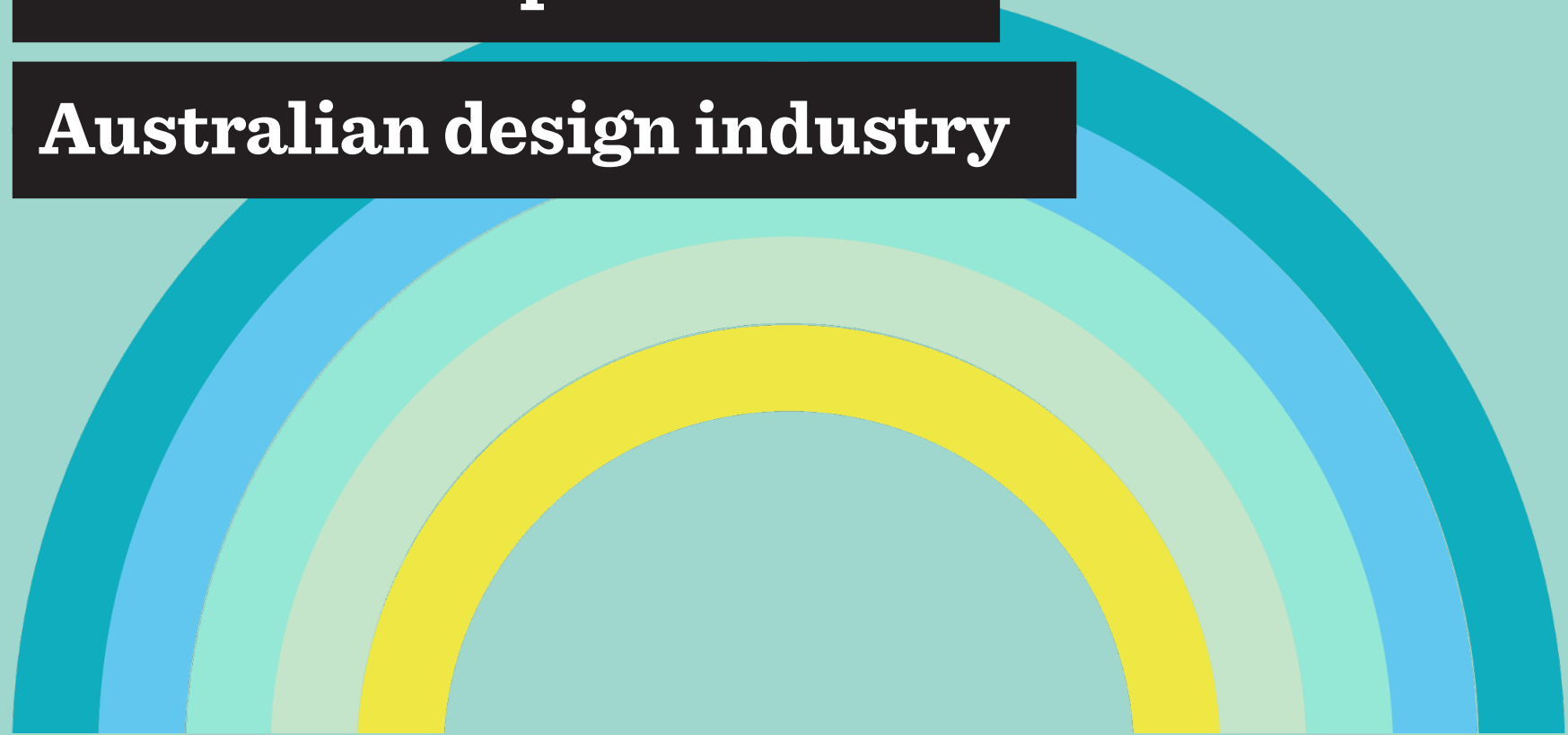


APRIL 2020

**A COVID snapshot of the**

**Australian design industry**



A JOINT RESEARCH PROJECT



**NEVER  
NOT  
CREATIVE**

**STREAM<sup>1</sup>IME**

## What's to gain by surveying

## designers response to COVID ?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

We — Design Business Council, Never Not Creative and Streamtime — have collaborated to ask our collective databases to share your thoughts, experiences and predictions around COVID 19.

Why?

Because these times are unprecedented and the effect on the Australian Design industry unknown.

Because our collective inboxes are congested with messages from designers asking 'what's next?'

And because collectively, we think research will lead to knowledge. Knowledge will bring clarity. Clarity will help us all make better decisions, faster.

This report is a true snapshot – it documents responses from 151 designers collected in just 7 days, between the 7th and 15th of April 2020.

Our aim was to share – as much as possible – the ways that we are all trying to survive during this time. From proactive, creative strategies to incisive pragmatic decision making. The more we can share, the more we can hopefully get through this together.

A second snapshot will be taken at a later date when this is over.

The inspiration for the survey is from The Agency Collective, a peer-support network in the UK, who conducted a similar survey.

More information about these organisations is at the end of the survey.



## Who completed the survey?

### 143 designers responded.

We asked the size of your agency/studio — how many employees, including the business owner?

The results were:

72% **1-5 employees**

15% **6-10 employees**

7% **11-15 employees**

3% **16-20 employees**

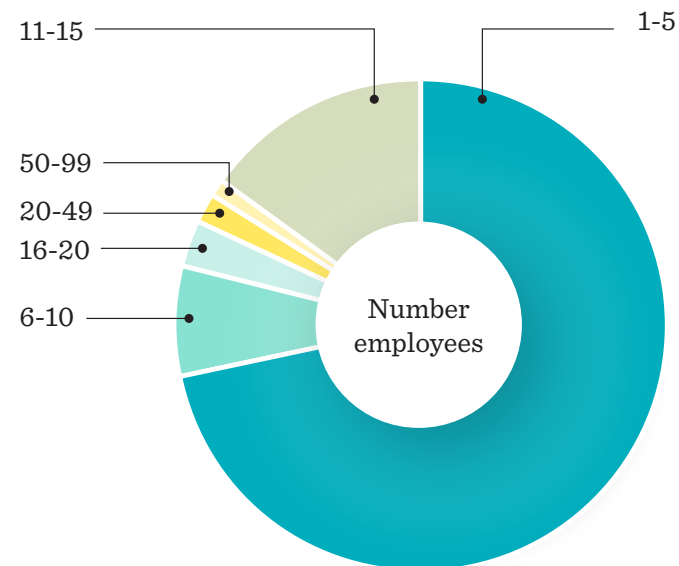
2% **20-49 employees**

1% **50-99 employees**

0% **100+ employees**

This is a good representative of the Australian design industry where a majority of studios are micro-businesses. (It is commonly stated that over 85% of businesses have less than 5 employees.)

The UK survey had 86 respondents from a wider size-range of agencies: 43% less than 5 employees, 19% 6-10 employees, 10% from 11-15 employees, 12% from 16-25 employees and the final 16% with more than 24 employees.



**Before COVID, did one or more**

**of your team work remotely?**



**NEVER  
NOT  
CREATIVE**

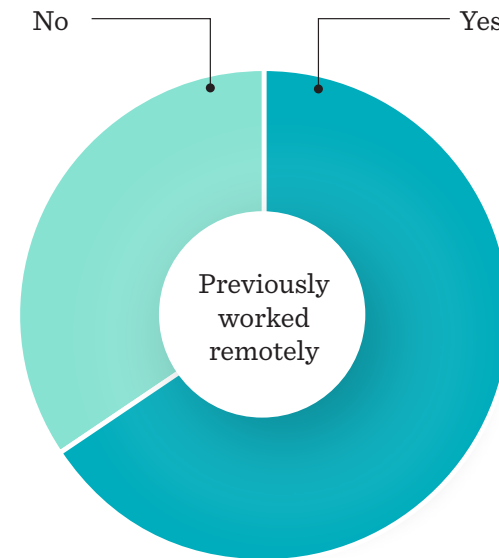
**STREAM<sup>1</sup>IME**

## Yes we did.

66% **Yes:** some or all of our team were already set up to work remotely.

34% **No:** we had to quickly set up remote working.

What is interesting is these figures differ completely from our colleagues in the UK. There only 33% had a remote environment already set up. 67% had never worked remotely and had to set it up.



# What is the main service you offer?

We asked designers to identify the one service billing more than 50% of their income.

42% **Graphic design**

23% **Branding**

12% **Other professional services including writing, environmental graphics, wayfinding, motion graphics and podcasting**

7% **Digital/web**

4% **Design management / producing**

3% **Strategy**

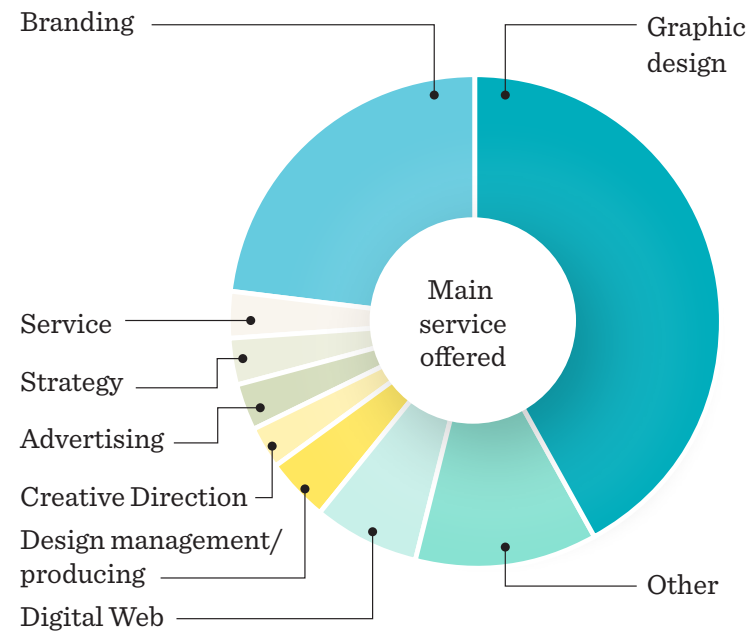
3% **Creative direction**

3% **Service design**

3% **Advertising**

The majority - 72% - of respondents were generalists – describing themselves as graphic designers – and working in ‘traditional’ areas of branding and digital/web design.

From our previous surveys and discussions with design business owners, this is a fair representation of the Australian design industry.



# Which client sectors, have been most effected?

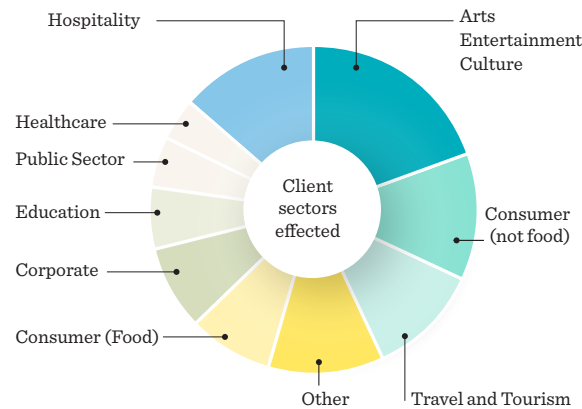
# Who halted or suspended the majority of projects?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

## What we found



19%	<b>Arts, Entertainment, Culture</b>
13%	<b>Hospitality</b>
12%	<b>Consumer (not including food)</b>
11%	<b>Travel and Tourism</b>
8%	<b>Consumer (specifically the food industry)</b>
8%	<b>Corporate</b>
6%	<b>Education</b>
5%	<b>Public sector (Government)</b>
4%	<b>Healthcare</b>
11%	<b>All other</b> including Real Estate, Finance (inc. Banking), Media, Retail, Primary Industries. All less than 2.9%

## What we think

These results need to be read with an understanding that answers will be limited to the client sectors serviced by the respondents.

That said, it is no surprise that Arts, Entertainment and Culture (19%), Hospitality (13%) and Travel and Tourism (11%) make up over nearly one half of the market's hardest hit.

Clients in the consumer good sectors have also suffered – they make up 20% of the market. It's fair to assume these industries, because of demand, will bounce back quickly.

What's of more interest are the client sectors that haven't yet been affected: finance, corporate, education, healthcare and public sector.

New business activities should be focused on these sectors.

## Positive outcomes from the current situation...



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### Time

“Getting done what I keep putting off - studio systems, accounts, filing.”

“...the number of people and businesses ... using this time to prepare themselves to come back better and stronger than they were before this situation unfolded. Whether its implementing the social media strategy they've been meaning to get around to for months, or focusing on bringing video and audio content into their communications, we're seeing some really positive activity from companies large and small.”

“With this extra time, I've been focusing on my physical and mental health - keeping up a regular routine of walking, yoga + meditation.”

“We are using the time to work on a new side project development. This idea has been in the making for at least two years, and we now finally have a chance to action it.”

“There's time to work on our own strategy, brand and marketing in preparation for the recovery.”

“I've landed a big project from an existing client to help them move their inductions remotely, and had time to reassess my business plan after 2 years of being too busy.”

“My husband is able to take some time off which he hasn't been able to do in a long time as his business is very dependent on his skills. He's now able to help at home with the kids and rejuvenate for awhile.”

### Embracing new things

“Learnt new ways of working which could change our business model and offering.”

“It has proven to us that it is possible for the team to work remotely and still stay connected. It's not perfect but it's definitely do-able!”

“I'm looking forward to new directions in which society and business will operate - new opportunities that arise from what was weak.”

“I'm now finding clients who work more ethically, support communities and understand the times we're in. I'm doing a complete re-look on who I am a designer and what I desire to contribute to the world.”

“Working at home means more time with the kids. It has also created a slower, more deliberate workplace. As a business owner, I am evaluating all aspects of the business from the need for bricks and mortar, to staff numbers to priorities around what type of work we want to do in the future. It feels like a breath of fresh air.”

“Remote working has been a lot smoother than anticipated. It's shown us we can respond and adapt quickly to change.”

“In some instances We've gained some new/different work as companies look to promote more online. It's interesting to see the businesses that take on the challenge and adapt to the crazy times.”

### Feeling supported

“Clients have been very supportive, offering to pay or part-pay for projects in progress or on hold. The sectors we work with that are not as affected, have 'found' projects for us to work on. We are also updating our website, doing all the 'B' list jobs.”

“Life has slowed down, the continual sense of urgency isn't there day in day out, I am enjoying having the pressure taken off, (while I have work that is).”

“There is a lot more communication by clients and how we can assist them with their challenges going forward.”

“Staff are really supportive of both us, the business owners and each other. “

“Everyone is so forgiving. Change is constant, so client expectations are realistic.”

“Our clients - mostly corporate marketing teams - are more open to new ideas presented. Also, I feel we're establishing stronger relations with our clients at the moment, simply by being in a shared situation. There's more personal connections being formed.”

“The collective experience breaks down barriers with clients, peers, collaborators, employees. I feel like everyone is more understanding of the need for us all to slow down and collect our breath before we move forward in a more calm and collaborative way.”

# What's the biggest challenge you need to address

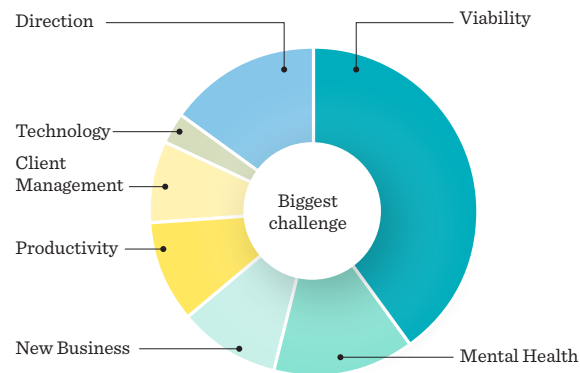
## because of the COVID situation?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### What we found



40% **Viability:** assessing whether there are enough clients, funds and energy to continue the business.

15% **Direction:** questioning the next step. Do we need to pivot? How do we (the business and I) adapt?

14% **Mental health:** learning strategies to cope with the current (and ongoing) situation.

10% **New business:** our rapidly shrinking client base – we need more work from new and existing clients.

10% **Productivity:** keeping on schedule, getting work through, maintaining team motivation.

8% **Client management:** convincing new and existing clients to proceed with current and future work.

3% **Technology:** challenged by learning new, and using existing, technology to conduct business as usual.

### What you said

“More than ever filling the ‘pipeline’ with work ... the fear of the unknown is also keeping us all up at night.”

“How to survive with limited cashflow until clients are happy to start new big projects again.”

“The uncertainty - not being able to plan where to from here and not knowing when ‘normal’ will return.”

“Not sure if we’re going to be okay in the medium term. We have work for now, but will it all dry up in 2-3 months as impacts go through the economy.”

“Work continuity, cashflow, job security.”

“The loss of confidence. Clients, brands, designers, business owners are understandably losing confidence. When we lose confidence we stop moving forward and this is essential for creativity, the economy and humanity as a whole.”

“Rethinking our value proposition.”

“Knowing when is appropriate to approach clients for work and how to do so delicately and proactively.”

“Personally, it’s about managing my mental health. Professionally, I have one active client left, so really I want use this time to work on my business strategy & upskill, however I am really struggling with working from home and I miss the anchor of the wonderful community at my local co-working space. But, I’m working to adjust to this a little more each day.”

### What we think

Over 40% of respondents said lack of work, lack of clients and lack of funds posed the biggest challenge.

Nearly half of all designers have been questioning the viability and future direction of their business. Many have asked – if they do survive – whether they should return to ‘business as usual’ or pivot to another service offering.

The challenge of maintaining good mental health – although measured the 3rd biggest challenge to designers at 14% – should not to be underestimated. Successfully addressing viability and business direction relies on the good mental health of the studio owner.

Next steps?

The viability of a business can be measured using hard data (your burn rate) and assessing future prospects (your runway).

The direction of the business and new business prospects can be explored using tools like a one page business plan or the business model canvas.

Our mental health should be assessed and explored with the same energy and focus.



## A selection of the best advice Australian Creatives have to offer



NEVER  
NOT  
CREATIVE

STREAM'IME

### ... about life on the other side

No doubt, we're all doing it tough out there, but it's encouraging to see so many creatives looking positively at the future. This is a great time to contemplate how you want to look after this passes, as well as to clients about preparing for life on the other side.

If you can get round to looking at the situation as a glass half-full it's the perfect time to get onto those longer-term projects you were so excited about, but never had time for.

*"We are currently using the extra time to work on our service offering, update our website and transition to offering digital design, advertising and social media management."*

**"This time has allowed us to reset and relook at the way we want to position our brand and giving us the time and space to set that up properly."**

"What's been most exciting for us is the number of people and businesses we've spoken to who are using this time to prepare themselves to come back better and stronger than they were before this situation unfolded. Whether its implementing the social media strategy they've been meaning to get around to for months, or focussing on bringing video and audio content into their communications, we're seeing some really positive activity from companies large and small."

"I'm finding some clients are keen to start work on new brand concepts now so they are ready to roll out when restrictions are lifted."

# What is something that you are doing now that

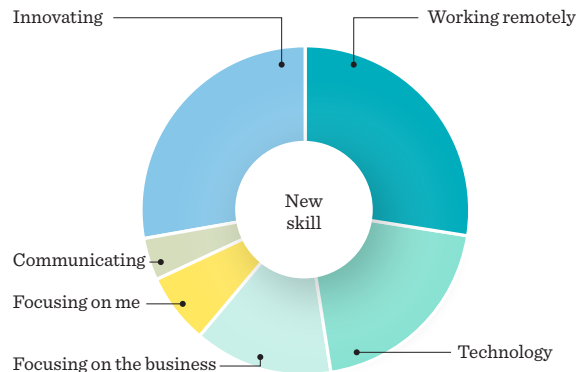
## you've not done before COVID-19?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### What we found



28% **Working remotely:** setting up a system.

28% **Innovating:** Problem solving new ways to solve current situations.

21% **Technology:** learning new software solutions.

14% **Focusing on the business:** having time to really concentrate on my business.

7% **Focusing on me:** having time for myself.

2% **Communicating:** having time to pick up the phone and communicate one-on-one with clients.

### What you said

“Have never worked full-time from home before. It’s been and still is a challenge pulling my head out of work mode when my work kitchen is my dinner kitchen and my lunch room is also my living room. A routine obviously helps and getting changed into “work” clothes not pjs but also simple things like closing the door to the study when work is done or only using specific mugs and water glasses during work hours has helped me a lot.”

“Presented over Skype, Creative WIPs through Zoom, had time to work “on” the business (updating our website), signing up for a 12 week course to further my skills.”

“It’s forced our studio (as a collective) to get up to speed with current collaboration tools. Historically, new tech uptake has been quite slow.”

“I am calm and present this time around, I am not worried about getting back to normal as I believe that our practice is we know it has changed and moved on. I ready to adapt rather than work towards operating as before.”

“Had my children in Zoom meetings with me without being afraid of the distraction!”

“Run a co-design work with 9 young people who are from low socio economic backgrounds and have no experience of video conferencing. Used some fun games on the fly to get everyone comfortable.”

### What we think

Nearly one third of the respondents are working remotely for the first time.

Another third are actively innovating for the first time — problem solving ways to continue to deliver solutions to clients. Some are introducing new products or services, others are hacking technology to deliver existing services.

Just under a fifth of the respondents have trialled new technology. Much of the technology is used for presenting concepts, or negotiating concepts with clients.

Interestingly, 14% of designers said for the first time they’ve actually got time to focus on their business. They are using the time to forecast, budget and plan.

## A selection of the best advice Australian Creatives have to offer



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### ... about coping with COVID

We've heard many stories about how work and life have few, if no boundaries during this time. Putting effort into doing non-work activities is essential to keep your mind fresh. That said, if you're home-schooling (be it your kids or other members of your family!) it's important to put boundaries in place there too.

*"Extending kindness and thoughtfulness when we are all feeling so separated. There is comfort in knowing that we are all experiencing this thing together."*

"I think it's the same advice whether working from home or not, although it's probably more crucial now, having other activities to do outside of work hours are key. Cooking, painting, learning sign language, etc I think are more important now than before to help people feel like they aren't trapped in their house and will help them break up their day even more between work and life."

***"To be vigilant when setting up a workspace at home and not take it for granted that you can work every day at your dining table or couch without physical repercussions."***

**"Everything will be okay in the end. If it's not okay, it's not the end."**

"Don't be afraid to ask others for advice. It's a first for everyone."

# What's the best advice you've received so far?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

## About you

"I think it's the same advice whether working from home or not, although it's probably more crucial now, having other activities to do outside of work hours are key. Cooking, painting, learning sign language, etc I think are more important now than before to help people feel like they aren't trapped in their house and will help them break up their day even more between work and life."

"Although I normally work remotely, I've found it really difficult in the COVID crisis. One thing I read - you're not working from home, you're trying to work at home in the middle of a pandemic - really helped me to be a bit kinder to myself when productivity wasn't great."

"Get up and stretch every hour. Walk around. Call or video family and friends."

"Take time to grieve. Don't put too much pressure on yourself to be creative."

"Put on actual pants every day. Pants are what a working mindset hinges on."

"Be kind to yourself! This is unprecedented times, and things won't always go as planned and that is ok."

"It's not a competition. Even though your circumstances may not be as dire as others, it's still ok to be upset."

## About the situation

"The biggest loss in the end is we come out on the other side unchanged."

"A client said they think the crisis overall will be great for business, as it will shake up old and lazy approaches and force companies to adapt and innovate."

"To use the extra available time we all have to up-skill and plan ahead for the post crisis."

"my ex boss always used to tell me how great the dot com crash was for his studio's business."

"(Ask) Where do we want the business to be at the end of the crisis."

"This situation is what it is. It's not bad. It's just different, requiring a different way of thinking."

"I am a person in a situation with a choice. Not a victim of a situation. "

## About your clients

"Your most valuable client is the one you have. Sometimes we focus too much on trying to find new clients. When there is often more value in servicing the ones we have even better. At key inflections points like Coronavirus it feels like this is more true than ever."

"Focus on the value you can provide to clients, act positive and reassuring."

## About your business

"Ensure you have savings for something catastrophic like this. Never live beyond your means."

"To be vigilant when setting up a workspace at home and not take it for granted that you can work every day at your dining table or couch without physical repercussions."

"Plan, plan, plan. Know how long your cash will last, review all non-essential spending. Inform yourself of all available support for small businesses, State and Federal."

"Don't feel pressured to deliver the same things the same way at the same time as was previously 'normal'. These are extraordinary times, and it's understandable and expected that we are all under the same stress and going through the same shit together. Just do your best and your best will be ok."

"Do rigorous examination of your burn rate and runway."

"I've found the most helpful advice to be: don't feel like you need to be at the height of your productivity right now. It's okay to focus on family, relationships & health, while processing everything that's happening."

## A selection of the best advice Australian Creatives have to offer



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### ... about setting up for survival

Many of the community are getting pragmatic and real about the current situation. Mental health and wellbeing is essential, but so is financial wellbeing and doing everything you can to keep your people, and the lights, on. From knowing what support is available to employers, to getting forensic on your numbers, it's imperative you spend some time with your numbers and your accountant – whether you like it or not.

There's no doubt none of us are looking forward to ever experiencing anything like this again. Now is the time to get those longer term scenarios and contingency plans in place for the “next rainy day.”

*“Plan, plan, plan.  
Know how long your cash will last,  
review all non-essential spending.  
Inform yourself of all available  
support for small businesses,  
State and Federal.”*

“I'm a freelance designer, so I'll be taking into consideration how much extra money I wish to save/invest these next years. I will be restructuring my pricing system, client base and have a totally new outlook on how lucky I am to have already been a digital designer and worker.”

“I will be very careful about putting too many eggs into any one basket and will be looking to work with clients in other industries.”

*“Looking to change our business model so that it is more easily and less stressfully expanded and minimized depending upon the circumstances.”*

“Not taking work for granted by being more proactive about lining up work. Cutting back on luxury expenses. Re-evaluating insurances, subscriptions, some advertising that isn't giving such great return. Learning to be kinder to myself and enjoying the simple pleasures of life. Continue to keep the business small scale.”

*“When I run my business I will always keep an account aside for a rainy day.”*

“Looking to change our business model so that it is more easily and less stressfully expanded and minimized depending on the circumstances.”

# How are your clients coping with COVID?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

## Well

"I have one client who is doing amazingly. She runs a tutoring centre and she pivoted really quickly. Got online to offer tutoring sessions. Now she's grown her business to be reaching Australia wide rather than just our small town. So she's come back to me for more work to design some educational resources."

"Corporates doing better than expected as the workforce can generally work from anywhere as long as they have a laptop."

"One local government client has just taken it in their stride - they are trying to deliver quite a large project and have realised it will just take more time than they had anticipated and they accept this situation."

"Many have transitioned to remote working well and are open to different ways of working. Some are not for profits who are required to now be focused elsewhere. They have disaster response teams."

"Some clients seem to have fallen off the face of the earth while others have said "we're still here and we're looking for ways to work together."

"Our bigger corporate clients seem to be adapting better, some of our smaller design agency clients are reducing their operating hours."

"Most clients seem robust and resilient, pivoting quickly to adapt to customer needs."

## Mixture

"Clients are ... in risk management mode."

"In the first 2 weeks clients were high anxiety and in a holding pattern ... restrictions were changing constantly. It felt like everyone was up and down like a yo-yo. Now with some stability in level of govt restrictions, the sentiment is generally better and money seems to still be able to flow."

"Most are coping ok, mainly ones with a technology focus they have easily transitioned to WFH. Food suppliers (restaurants, cafes etc) now have setup delivery ..."

"Agriculture and IT customers are booming. Our retail, gym and food service industries are really struggling. Marketing is also usually one of the first budget cuts, so we have noticed a huge downturn in events related work."

"Some are really struggling ... don't know where this will take them. Others simply adapting their workflow. One is using the time to pause ... and work on her business."

"The greatest difficulty is IT tech setup and support."

"Many of my clients have been digital, remote working and tech savvy for quite some time. Key issues ... marketing budgets changing ... sectors closing and jobs lost. The clients who are currently already setup on slack, online meeting platforms and who regularity allow their employees to do home office during the year, seem to be doing a WHOLE lot better than the clients that haven't had this structure or even idea in place in their business."

## AWOL

"None of above. Some were forward thinking, most were open to 'let's do what we need to, don't go silent' some just completely caved in. So quickly, too."

"No signs of coping particularly well at this stage - most have gone quiet and appear to be waiting out the storm."

"Most ... have closed but are finishing off projects, a couple were new businesses which now cannot open doors. Most ... holding tight for better days."

"Retailers closing down stores. Putting a hold on store fit-outs + construction. Working remotely."

"Stressed, most have never worked remotely. cash flow has stopped for them also."

"Most seem to be ok, adapting quickly and are being as positive as possible. A few have gone off the radar and abandoned projects mid way or stopped communication. One has not been able to pay the invoice due to loss of income."

"I saw clients who were cavalier, and perhaps not realising the severity of the situation. Others were much more cautious, putting absolutely everything on hold. Most don't have the privilege of a disaster budget or a risk management team/plan. ...making decisions on the fly. Tough decisions. Redundancies, reducing wages, temporary closures, hastily launching, moving online, starting take away/delivery. The best clients reacting quickly, communicated with us efficiently and were kind and caring in their decisions."

# What is your revenue forecast

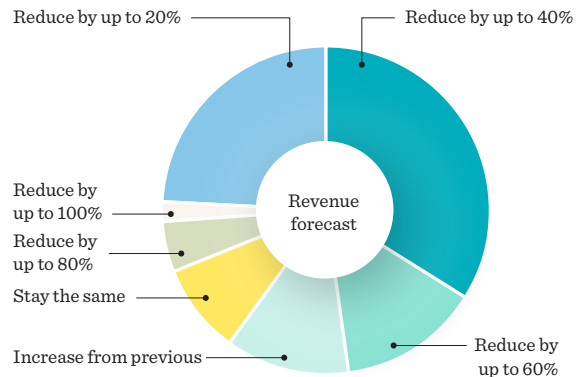
## for the rest of the 2019-2020 FY?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### What we found



35% **Reduce by up to 40%**

24% **Reduce by up to 20%**

15% **Reduce by up to 60%**

11% **Increase from previous**

9% **Stay the same**

5% **Reduce by up to 80%**

2% **Reduce by up to 100%**

### What we think

More than one fifth of all designers predicted their revenue will remain the same or increase. A majority of these are small studios. They may be startups and possibly coming from a low base. A few cited education as a client sector.

The vast majority – over 70% – expect their future revenue to decrease, from anywhere between 20% to 60%. That means industry-wide, we need to identify and introduce business survival strategies.

The two major expenses for any business are wages and accommodation costs. Many designers predicted a continuation of remote working to avoid rent/leasing costs. The government Jobkeeper allowance will help cover some wages in the short term.



## A selection of the best advice Australian Creatives have to offer



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### ... about remote working (it's here to stay)

While it may have been forced upon some of us, almost everyone is embracing the virtues of working remotely. From being thankful for less commuter time, to finally getting our tech skills honed through video, file sharing and online workshops and presentations, we're actually pretty good at this. It's definitely worth investing some time in educating, training and getting your clients up to the same level.

*“Thinking virtual-first. For example: we’re proposing a workshop – there must be a virtual option first considered/offered/designed. Same with video production ... if a communications strategy leads to video production there must be an option that is explored that includes not having to be physically on location.”*

“Some more days working from home. Might not be right for everyone, but for me, definitely. I think clients and studios will be much more comfortable with video chats/meetings. It will become much more normal.”

**“Trust in remote working providing an ability to deliver. The piece I hope will be permanent is less plane travel to visit clients.”**



# Are there changes you made for COVID

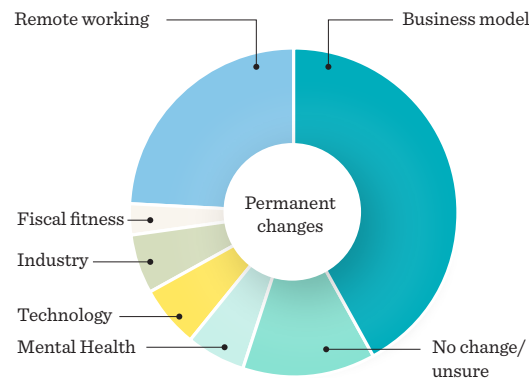
## you think you'll keep permanently?



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### What we found



- 42% **Change to your business model:** rethinking the way I do business and be more selective of clients.
- 24% **Remote working:** introduce some method of part or full remote working into our process.
- 13% **No change / unsure:** too early to know.
- 6% **Mental health:** I won't take things for granted and will try to keep a more balanced life.
- 6% **Technology:** more technology = more flexibility..
- 6% **Industry:** I think COVID will leave a permanent impact on the design industry.
- 3% **Fiscal fitness:** I'll forecast/budget more often, better

### What you said

“Smaller Team, More remote working, lower budgets, more use of technology.”

“Finding ways to adjust to the ‘new world’ - This will no doubt be another GFC and after that there were plenty of unexpected changes to our industry that took time to adjust and adapt to.”

“For us as a business, we might review working hours and location to make it more flexible.”

“I will be conducting more meetings and presentations over video now that people are becoming much more comfortable with the technology.”

“Having a robust set of processes and a big change in how I run my business for the better, more systemised and less custom, due to having time to finally set these up!”

“Our fee structure and value proposition.”

“New personal projects will stick.”

“My hands will always be cleaner, and I'll hug people more, while I can! My business will be steered into a direction that brings greater satisfaction for me.”

“Definitely reassessing where my time and energy goes to - these times remind you that time is precious and not to waste it doing things that are unfulfilling.”

“When I run my business I will always keep an account aside for a rainy day.”

### What we think

More than a quarter of all designers predict they will continue to work from home for all, or at least some of, the time. They are loving the reduction in commute time and the added time with their family and pets.

Over 40% of designers predict making permanent changes to their business model. They're relooking at the way they do business and with whom. Many have enjoyed the flexibility of remote working and are reviewing working hours and location with the aim of maintaining a more balanced lifestyle.

This means it may be easier to negotiate office rental. It's fair to assume many leases/contracts and agreements for co-working spaces and studio spaces will not be renewed, so landlords may be offering incentives to those keen to work onsite.

Industry-wide designers will be using technology to service clients. It means new market sectors are border-less – clients may be open to working with designers whose skillset suits their needs regardless of their location.

It also means those still pursuing face to face delivery may have the upper edge

## A selection of the best advice Australian Creatives have to offer



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

### ... about being kind

Unsurprisingly, we're a bloody nice bunch. You left us with a warm feeling and a few requests...

**"Just a huge thanks for your system, Streamtime. It has made working remotely seamless!"**

*"I hope you are in good health and good spirits, taking the opportunity to do things that make you happy, and connecting with those you care about."*

"Thank you for the opportunity to consider these responses. To focus on the positive changes rather than the challenging aspects has helped shift my paradigm."

"Thanks for your support DBC!  
Lots of love."

"Now is a great time to get involved in industry communities. Whether it's AGDA, TDK, NNC, DBC etc, we need each other now. Bounce ideas off others, share how you're coping and how you're feeling. Share your action plans. Share how your staff are adapting."

*"Please send cake :)"*

"Stay safe and stay home everyone. See you on the other side."

Brought to you by...



NEVER  
NOT  
CREATIVE

STREAM<sup>1</sup>IME

## Design Business Council

The Design Business Council bridges the gap between design and business. We help designers build business capabilities and businesses understand the value design delivers. We do that in five ways:

**We research** – like this survey, and new ways for creative businesses to work, and do business.

**We write.** We published *The Business of Design*, still the only book available about starting, managing and growing an Australian creative studio. We write ebooks and we share free content via a weekly newsletter and LinkedIn.

**We network.** We build design communities. We run monthly networking breakfasts and UNseminars.

**We mentor.** We mentor design studio owners on an as-needed basis to build their capabilities and we run a one-on-one monthly Chair Program for studios needing regular meetings to help manage, change or grow their practice.

**We teach.** We have courses online, we run workshops and we speak publicly about the business of design.

[designbusinesscouncil.com](http://designbusinesscouncil.com)



## Never Not Creative

Never Not Creative is a community of creatives who want to make our industry a better place. We hope to support, inspire and come together to create the ideas, tools and solutions that improve the wellbeing of everyone in the industry and promote the value of creativity in the world.

The community is focused specifically on addressing gaps in the industry relating to mental health and wellbeing, internships and future talent, and helping to improve the recognition of the value that creatives provide to clients.

Key initiatives include the set up of Mentally-Healthy.org and the industry change group, Asking For A Friend, and the Internships Change Group.

[nevernotcreative.org](http://nevernotcreative.org)

NEVER  
NOT  
CREATIVE

## Streamtime

Agencies big and small use Streamtime to plan jobs, schedule their teams, track progress and report on performance. If you create brands, run social campaigns, build websites, create advertising campaigns, or sell any creative professional service, there's a good chance Streamtime will work for you.

Agencies across the world are using Streamtime to run their business. You'll be joining marvellous humans from agencies including NB Studio, OPX, Phantom, Onwards, Ragged Edge, Studio.Build, For The People, Schema Design, Made Brave, BCM, Icon, Studio Round... the list goes on!

With years of experience in agencies, and working with more and more everyday, we're more than happy to share that experience any time. Andy and the team are here on call for catch-ups, coffees, advice or just plain old sharing of war wounds. Just get in touch.

[streamtime.net](http://streamtime.net)

STREAM<sup>1</sup>IME

**Thank you**



**NEVER  
NOT  
CREATIVE**

**STREAMTIME**

Design Business Council, Never Not Creative and Streamtime would like to thank UK-based **The Agency Collective** for their inspiration and support.

## WHEN THE GOING GETS TOUGH, THE TOUGH STICK TOGETHER

The Agency Collective has been an incredible peer support community for agency owners.

It is well known that being in a group in tough situations gives you a psychological advantage - compared to being on your own. In a group you can motivate each other to continue and work through the challenges.

### **More advantages:**

- You obtain more knowledge
- More ideas and solutions to problems
- Companionship - you are not alone 🤝
- Sharing work load and exchanging resources
- New long term relationships

The key is that The Agency Collective is run by an optimistic and informed team who will fight with you for your survival. We will make sure we have the knowledge, tools and advice to give you the confidence to lead your agency through this. We can cut through the noise and highlight what matters most.

[WWW.THEAGENCYCOLLECTIVE.CO.UK](http://WWW.THEAGENCYCOLLECTIVE.CO.UK)

