



# ASEAN-UK Advancing Creative Economy



Hybrid Creative Economy Policy Training  
15 October – 28 November 2024

## Programme Brief for Participants

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# Hybrid Creative Economy Policy Training

Version 20 September 2024

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## About the programme

**Hybrid Creative Economy Policy Training** developed by the British Council in partnership with Cultural Associates Oxford is a six-week immersive self-taught hybrid course for policymakers who work in local, regional and central government and sector professionals working in the cultural and creative industries in the ASEAN region. It will build professionals' understanding of the creative economy, providing insights, case studies, and practical knowledge to inform their policy development work. The programme will give participants new ideas and tools to support the creative and cultural industries in their city/region/country, as well as their professional networks within the UK and internationally.

The first round of the hybrid programme will run from 15 October – 28 November 2024 targeting to the participants in Indonesia, Malaysia, the Philippines and Vietnam and will be augmented by three live sessions for participants that will involve peer-networking and cross-border ideation. Each module will not take longer than two hours to complete including core content and learning activities. Participants who complete the full programme will receive a completion certificate from the British Council and Cultural Associates Oxford.

The programme will be part of the ASEAN-UK Advancing Creative Economy initiative, delivered by the British Council with co-funding from the UK's Foreign, Commonwealth and Development Office and support from the ASEAN Secretariat, aims to strengthen the creative economy of ASEAN member states through collaboration with the UK, focusing on professional development, knowledge exchange, and building networks of policymakers and creative practitioners in both regions. The initiative aims to support the implementation of the objectives outlined in the ASEAN Socio-Cultural Community Blueprint 2025 and the ASEAN Strategic Plan for Culture and Arts 2016-2025 and contributes to the ASEAN-UK Plan of Action 2022-2026.

## Programme Overview

**Dates: 15 October – 28 November 2024**

The programme will commence over 6 weeks, featuring a range of hybrid activities that includes online modules on the Rise.com platform released every week, 3 x live online regional sessions, and 1-2 x live in-person country sessions. [Please see 'Key Dates' for more information.](#)

The programme is structured around six themed modules and will cover these topics:

<b>Module 1: Introduction to the CCIs</b>	What are the creative and cultural industries? The importance of the creative and cultural industries for the economy and society  Introduction to policy development  Data and Advocacy*
<b>Module 2: Social and Economic Innovation – Value and Impact of the CCIs</b>	Wider Social and Economic Value of the Creative Industries Creative Industries and Local Development Impact Investing in the Creative Industries Creative Education Value and Impact

<b>Module 3: Supporting Enterprise Development in the CCIs</b>	Access to finance for Creative Industry Businesses Intellectual Property Rights, Copyrights and Creative Enterprises Support for Creative Enterprises
<b>Module 4: Connecting networks, hubs and eco-systems</b>	The role of creative hubs today How creative hubs are funded and managed How creative hubs can demonstrate impact
<b>Module 5: Digital innovation in the CCIs The basic principles underpinning digital innovation</b>	What does digital innovation in the CCIs look like, and how is it being done well... or not? How are the CCIs remaining innovative?
<b>Module 6: The role of CCIs in placemaking, creative cities + tourism</b>	Understand the value and process of creative placemaking and the change that it can harness Learn how to work with creative and cultural industries to develop creative cities Understand how the creative industries can help promote tourism

## Objectives of the programme

The objectives of the Hybrid Creative Economy Policy Training are to

- Strengthen capacity and understanding of the wider creative economy and the economic and social value of the creative industries amongst ASEAN policymakers and creative practitioners
- Increase confidence in supporting business development in the creative industries amongst ASEAN policymakers and creative practitioners
- Building peer to peer networking opportunity amongst ASEAN policymakers and creative practitioners
- Identify gaps and opportunities for collaboration and further intervention or support facilitated by the UK

## What will you get?

### Registered Participants will receive these benefits:

- Enhanced knowledge of the Creative Economy, with the course covering the latest trends, case studies and international best practices
- Practical tools and insights that can inform and support policy development in the creative and cultural sectors
- Exposure to international expertise, learning from UK and ASEAN experts with extensive experience in the creative industries – fostering fresh approaches and innovative solutions to common challenges in the creative economy

- Networking opportunities with a network of peers from across the ASEAN region and UK, leading to collaborations, idea sharing and partnerships
- Professional recognition and certificate issued by British Council and Cultural Associates Oxford

### Participants will be expected to

- Commit time for the training, including before the training for preparation (any online briefing/preparation sessions with British Council and partners), during (6 week online and in person sessions) and after (evaluation and feedback). Expected time commitment:
  - 2 – 4 hours per week for the online modules
  - 2 – 3 hours per live session over 6 weeks
  - ~45 hours total for coursework
- Attend in-person sessions in participant’s respective country of residence
- Participate in the documentation, communication, wrap around activities and evaluation of the programme

### How to Register?

If you have been nominated by our country partners or selected through a closed call, please register yourself and complete a pre-training survey via Microsoft Forms: <https://bit.ly/ace-registration-2024> by **7 October 2024**.

Please note that participants may need to create a Microsoft account in order to start and complete the registration form.

### Key dates:

Timeline	Activity
19 September – 7 October 2024	Registration
7 – 14 October 2024	Joining Instructions sent to participants
15 October 2024	Module 1 released online
24 October 2024 15:00 – 17:00 MY time	First live online regional session 1
WC 21 October 2024	Module 2 released online
WC 26 October 2024	Module 3 released online
29 October 2024 15:00 – 17:00 MY time (TBC)	Malaysia Online Country Session
WC 4 November 2024	Module 4 released online
7 November 2024 15:00 – 17:00 MY time	Second live online regional session 2
WC 11 November 2024	Module 5 released online
WC 18 November 2024	Module 6 released online
26 November 2024 10:00 – 16:00 MY time (TBC)	Malaysia In-Person Country Roundtable

28 November 2024 15:00 – 17:00 MY time	Third live online regional session 3
Mid Dec	Evaluation, Certificates issued

online regional sessions  
online/ in-person country sessions

## Access support for your participation

If you identify as disabled, you are welcome to contact us at [ace2@britishcouncil.org](mailto:ace2@britishcouncil.org) for possible support we may offer to assist with your participation.

If you would like information contained in this brief or registration form in any other format, please contact the British Council team by email [ace2@britishcouncil.org](mailto:ace2@britishcouncil.org)

## Inquiries

For any inquiries about the Hybrid Creative Economy Policy Training programme, you may contact us at [ace2@britishcouncil.org](mailto:ace2@britishcouncil.org)

For more information please visit

<https://www.britishcouncil.my/programmes/arts/asean-creative-economy-initiative>

or follow us on social media at @my\_British

## About British Council

**The British Council** is the UK's international organisation for cultural relations and educational opportunities. We support peace and prosperity by building connections, understanding, and trust between people in the UK and countries worldwide. We do this through our work in arts and culture, education, and the English language. We work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2022-23, we reached 600 million people.

[www.britishcouncil.org](http://www.britishcouncil.org)

The British Council has been advocating and supporting the development of global creative economies for more than 20 years, in over 40 countries. Combining pioneering expertise with local knowledge, we champion the creative economy as a key driver of sustainable and inclusive growth.

We connect ideas and experience from the UK with partner countries to co-create activities that develop policy, improve infrastructure, empower local creative talent, and increase greater international understanding of the value of the creative and cultural industries.

We work on 3 strands:

- 01) Research, Insight and Advocacy
- 02) Leadership and Learning
- 03) Sector Development

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## About Cultural Associates Oxford

**Cultural Associates Oxford** is a management consultancy that draws on years of experience from across the cultural, creative, business, and higher education sectors. CAO has significant experience designing bespoke training and development programmes for individuals, teams and organisations that focus on creating innovative and entrepreneurial thinking; and coaching – at both executive and governance levels. Some of their other clients include Oxford Cultural Leaders and the Saïd Business School.

<https://culturalassociates.co.uk/>

## Our Country Facilitator in Malaysia

**Suryani Senja Alias** is a creative industry expert, gallerist, and creative entrepreneur with experience in international investment banking and international law. Actively shaping and advocating issues in urban rejuvenation, social justice, creative and cultural policy, leadership and gender equality in the Asian context. Experienced at all levels of strategic decision making - senior management, board and government policy levels.

As the Managing Director of CULT Gallery, Suriyani provides advisory work on art and the development of creative strategies, policy and spaces. She also founded a start-up social enterprise to develop a heritage-inspired brand "Senijari" and is on the Board of Think City, a heritage fund for the rejuvenation of George Town in Penang, a UNESCO World Heritage site. Suriyani was previously Senior Vice-President of Investments at Khazanah Nasional in Malaysia. Prior, she was a Special Officer to the Prime Minister of Malaysia, advising on public policy matters, and served as Chair of the Tuanku Nur Zahirah Foundation, promoting Malaysian heritage. Suriyani practiced international law at the United Nations in Geneva, Switzerland, and at Vinson & Elkins in London. She later became the Group General Counsel of AirAsia, a regional Asian airline before she joined Khazanah Nasional. Suriyani graduated from the London School of Economics and Political Science in 1995 and completed the Global Leadership and Public Policy Program for Young Global Leaders at the Harvard Kennedy School in 2011.