Criteria 7: Provide comment on and evidence of how your submission will positively impact on the local industry/economy

We’re already enthusiastic participants in the Tasmanian economy ...

What is the direct local impact of Red Jelly?

Red Jelly currently employs 45 full and part time people and three casuals in Tasmania. Additional freelancers based locally and interstate boost agency resources on a regular basis.

In the next five years current Red Jelly staff will collectively put 32 children through Tasmanian schools or higher education institutions. Nine of our staff are proudly past alumni of the University of Tasmania.

Red Jelly is an importer of talent (and “New Tasmanians”)

Over the past two years we have had over 15 highly skilled employees join us from interstate and overseas. A number have permanently relocated – partners, children and pets in tow.

A spot poll has of our “New Tasmanians” reveals that over the past two years they have attracted no less than 70 visiting friends and family to the state for periods of 2 days up to a week.

Red Jelly is an incubator and exporter of talent:

We have trained many people and released them into the world where they have since become senior creatives and account managers.

Red Jelly is an opportunity attractor for returning Tasmanians:

We have a proven track record of attracting skilled Tasmanian professionals back to the state through great career opportunities in their chosen field and the chance to work on exciting local and national accounts.
Criteria 7: Provide comment on and evidence of how your submission will positively impact on the local industry/economy

New employment opportunities created by the proposed contract ...

As demonstrated with the growth of our team working on the Dan Murphy’s account over the past few years — from an initial team of one designer to a specialist in-house retail team of 14, Red Jelly can and will source and resource whatever the DPAC agencies need to achieve their particular brand goals.

What Red Jelly contributes to Tasmania (a snapshot)

Established in 2001 with an initial team of seven — in 2015 Red Jelly has 45 staff and an annual turnover of $11 Million — over 60% of these sales are from interstate clients that Red Jelly has attracted to conduct their business in Tasmania.

We contribute

• over $4 million in local salaries per annum
• over $10,000 per annum to local super funds on behalf of our employees
• over $222,000 in annual payroll tax to Tasmania in the last Financial Year- over $75,000 towards local accommodation and retail businesses for visiting contract employees

Opportunity for local SME involvement

As a passionately independent Tasmanian company, from inception Red Jelly has had a policy of sourcing components of our services by partnering with both established and emerging Tasmanian businesses. We support them and in turn, they support us.

These partnerships include local printers, photographers, sound editors, actors, post-production houses, caterers, circus schools and casting agents — you name it. We’re proud of the mutually respectful relationships we’ve established in this supply chain over the years and the knowledge that when needed, we have trusted partners who will bend over backwards to get what the client needs to happen — done.

In fact, based on our outgoings for the last finance year, Red Jelly’s contribution to local suppliers of goods and services was in excess of $2.3 million.
Criteria 7: Provide comment on and evidence of how your submission will positively impact on the local industry/economy

Aside from our established partnerships – we’re committed to working with talent who are the best in the business to get the best result for our clients. Whether they happen to be in our business or, depending on what the job needs, sourcing and nurturing creatively productive, smart partnerships from the growing network of talented Tasmanian specialists in the creative industries.

We’ll do whatever it takes to find the right specialist for the job – tapping into our industry networks, pool of freelancers, supply chain knowledge base or tertiary education contacts to source experienced talent for whatever the idea requires.

Let’s face it – we live on an island. In order to provide the best, most cost effective and efficient offering to our clients it just plain makes sense to work with those closest to us physically, culturally and philosophically. Our process for sourcing providers is to always look closest to home first – supporting our local economy and reducing the carbon footprint of our supply chain.

Broader economic opportunities

Our success with this submission will exponentially increase Red Jelly’s current contribution to Tasmania through income, local employment and graduate opportunities and sourcing local goods and services from trusted and emerging Tasmanian operators.

What we give back...

Director and Creative Strategist, Peter Choreziak is co-chair of the recently formed Tasmanian Creative Industries Council. The TCIC is an alliance of artists and creative professionals with the shared aim to connect, promote and grow Tasmania’s creative industries. For the past two years Peter has also been an active board member of the internationally famous Festival of Voices.

Red Jelly actively participates in the Communications Council’s Tasmania AWARD School program, sponsoring employees who meet the creative criteria for entrance. AWARD School is a highly prestigious school run by the industry for people to advance their skills as Copywriters or Art Directors in the field of Advertising. Quite a few of our experienced staff volunteer their time to tutor participants as part of an onsite-learning hub.
Criteria 7: Provide comment on and evidence of how your submission will positively impact on the local industry/economy

Red Jelly regularly conducts tours and in-house Q&A sessions with University of Tasmania and TAFE student groups with the aim of inspiring students about their future careers in art and design in Tasmania and to offer some insights into facing the working world once they graduate. In the past two years we’ve been invited to provide copywriters and art directors as speakers at The Friend’s School Career Expo delivering entertaining and no-holds-barred presentations on the ins and outs of beginning a career in the creative industries.

Please refer to the separate authorisation form for the Tasmanian Industry Participation Plan supplied in Appendix A.