

## Industry Heatmap Research Statement

The *Industry Heatmap* (<https://industryheatmap.torrens.edu.au/>) is an online web application that visualises local creative industries employment opportunities for graduates.

### Research Background:

The *Industry Heatmap* is a custom visualisation tool that is employed by Torrens University to display career opportunities to all undergraduate students in the Design vertical. The application is a first of its kind, but expands on other tools that inform employability in the creative industries such as the toolkit developed by the British Council (*BOP Consulting, 2010*) or the methodological research papers on mapping both Australia's creative economy (*Higgs & Cunningham, 2007*) or other industries such as the *Network Opportunity Map* (Langham, 2016).

The question driving the project centered around: Does improving visualisation tools of industry opportunities increase student's ability to engage with employment post-graduation?

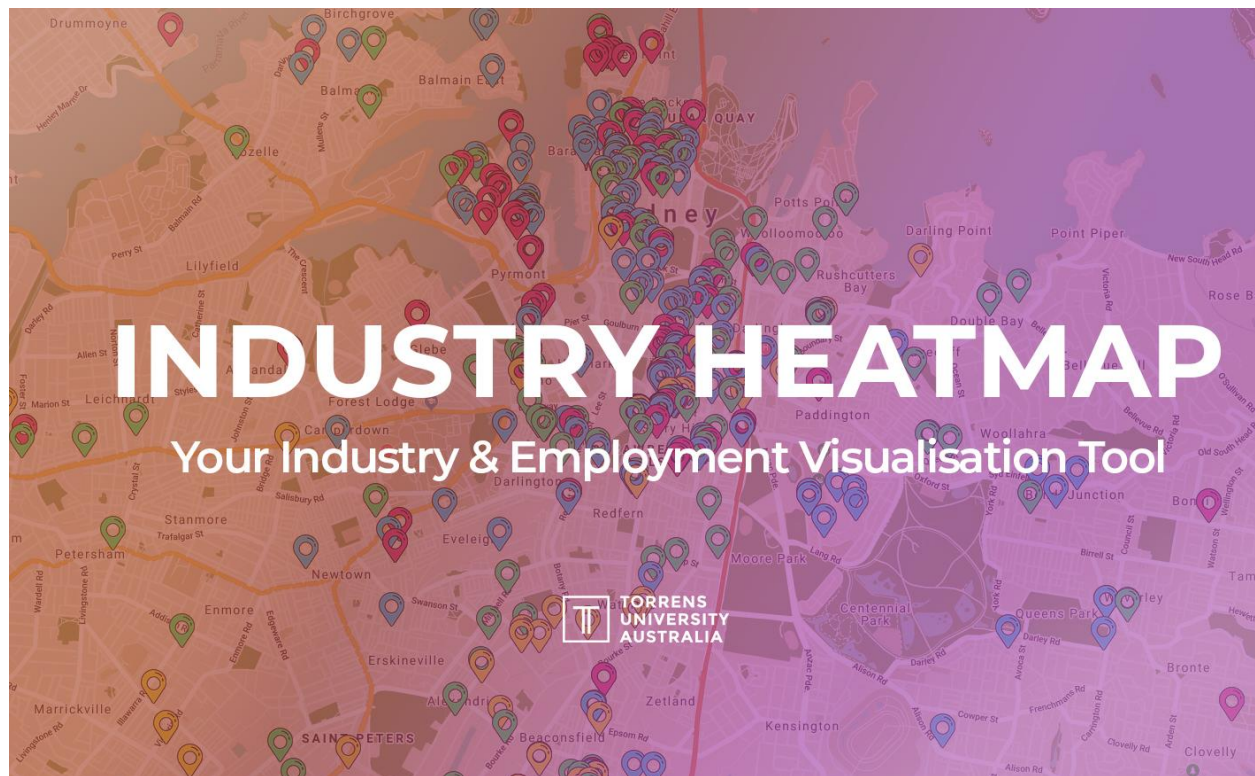
### Research contribution:

This work contributes significantly into career preparation within the field of education specific to the creative industries. The dataset now includes over 1500 studios nationally, 600 internships from students and 150 companies employing graduates. The research contributes to visualising internships and alumni engagement, identifies interdisciplinary employment opportunities, and engages remote learning students with online employment opportunities.

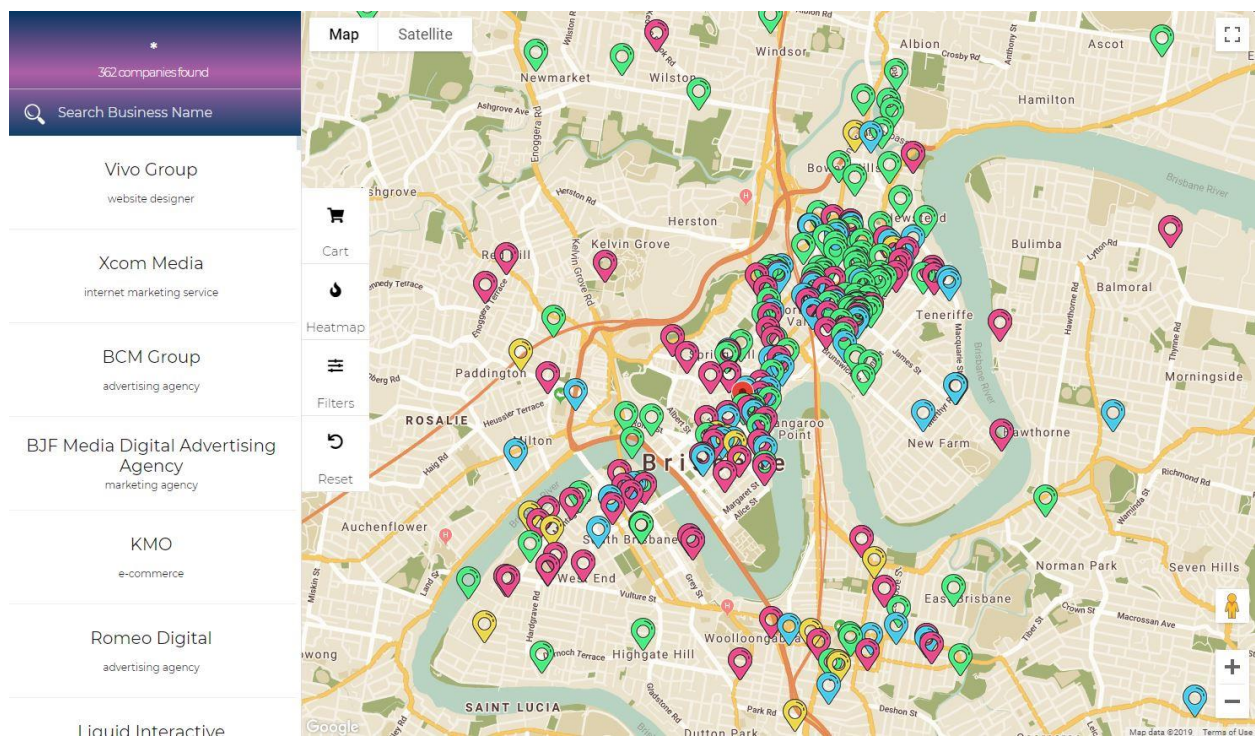
### Research Significance

The Industry Heatmap was awarded the Susan Holland Excellence award for teaching and learning in 2019 at TUA following a panel review. It is deployed as a front-page tool on the learning portal for all students (over 1500 nationally) in the design vertical for the past year.

1. Langham, E., 2016, *Network Opportunity Map*, Networks 2016, [Artefact] <https://www.uts.edu.au/research-and-teaching/our-research/institute-sustainable-futures/our-research/energy-and-climate-9>
2. BOP Consulting, 2010, *Mapping the Creative Industries: A Toolkit*, 2010, Creative and Cultural Economy Series, Issue 2, The British Council
3. Higgs, P. & Cunningham, S. (2007) *Australia's Creative Economy: Mapping Methodologies*. [Artefact] <https://eprints.qut.edu.au/6228/>

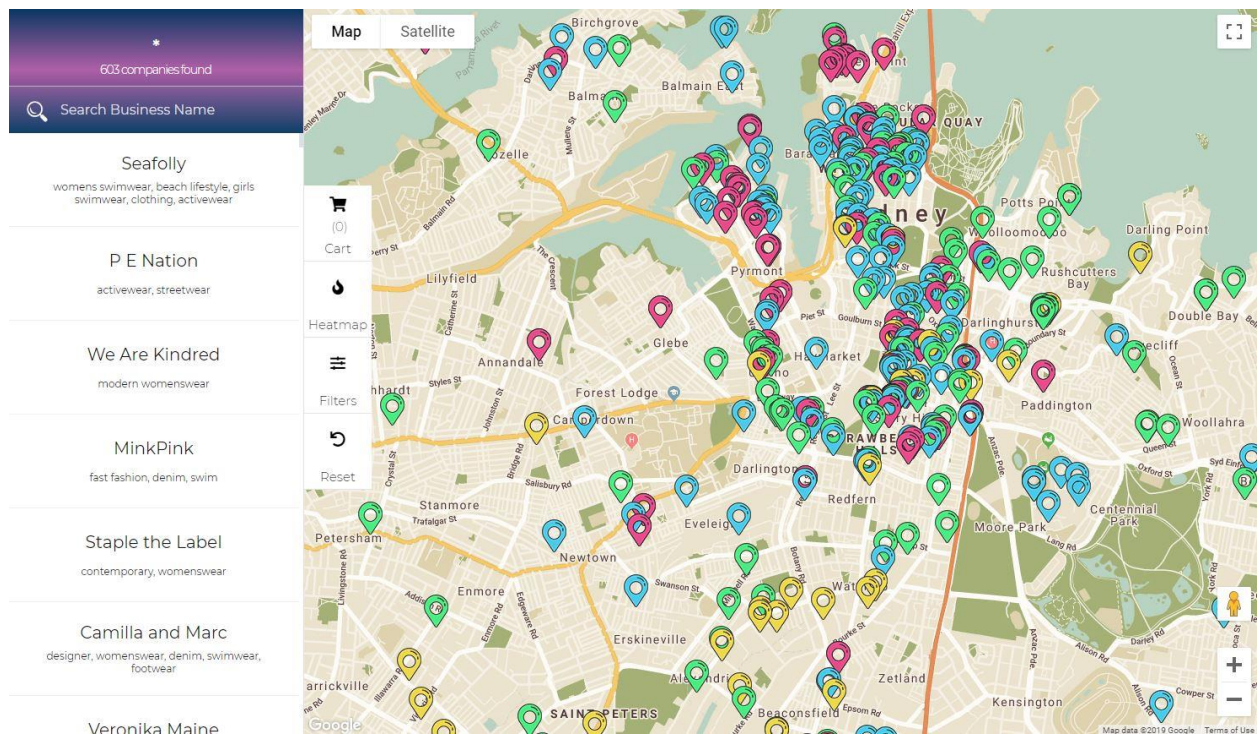


Featured image

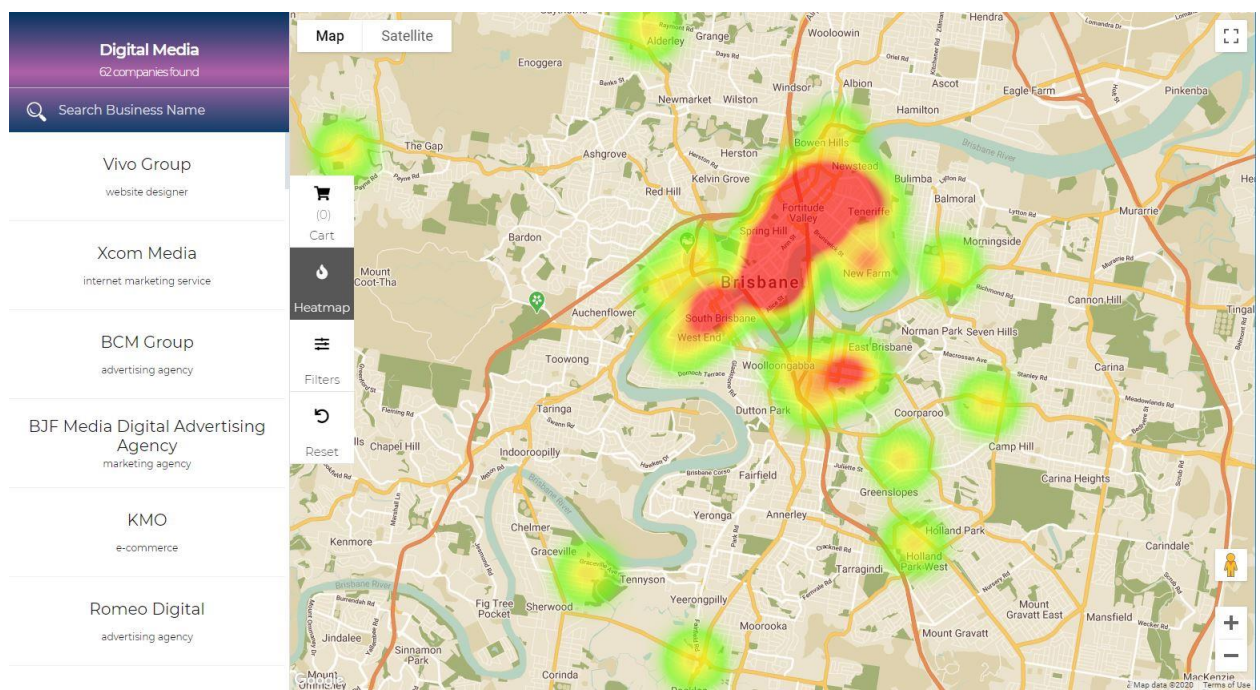


Brisbane creative industries



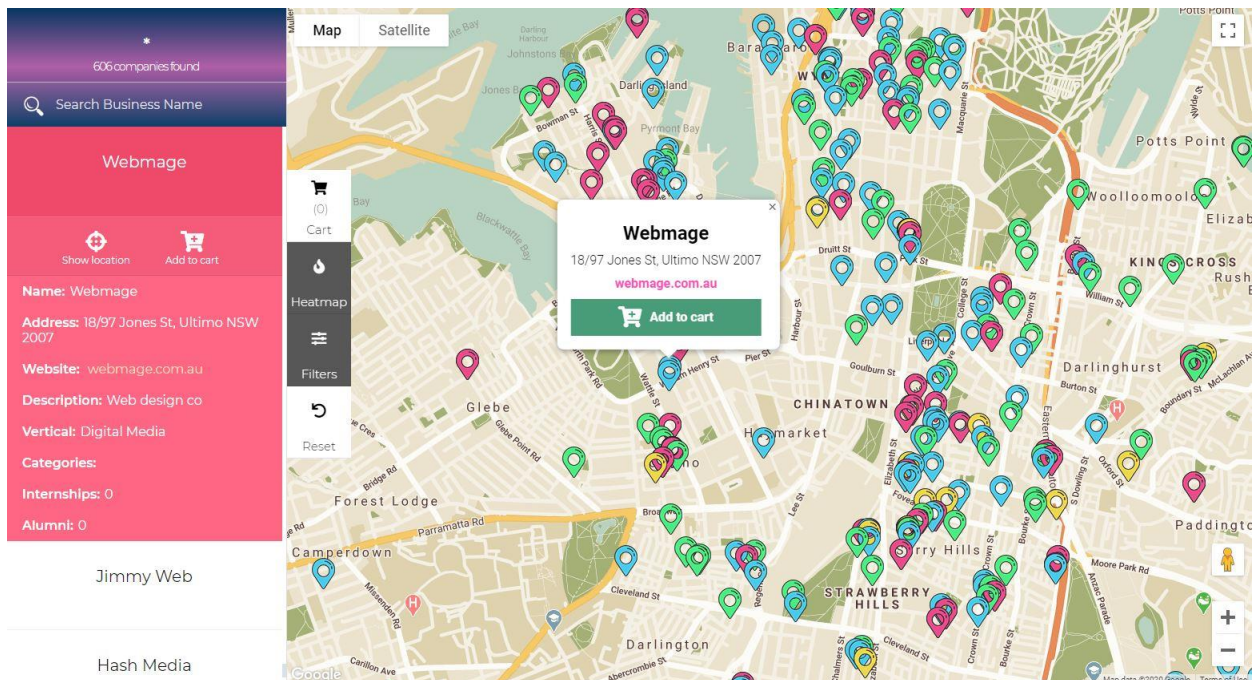


Sydney creative industries

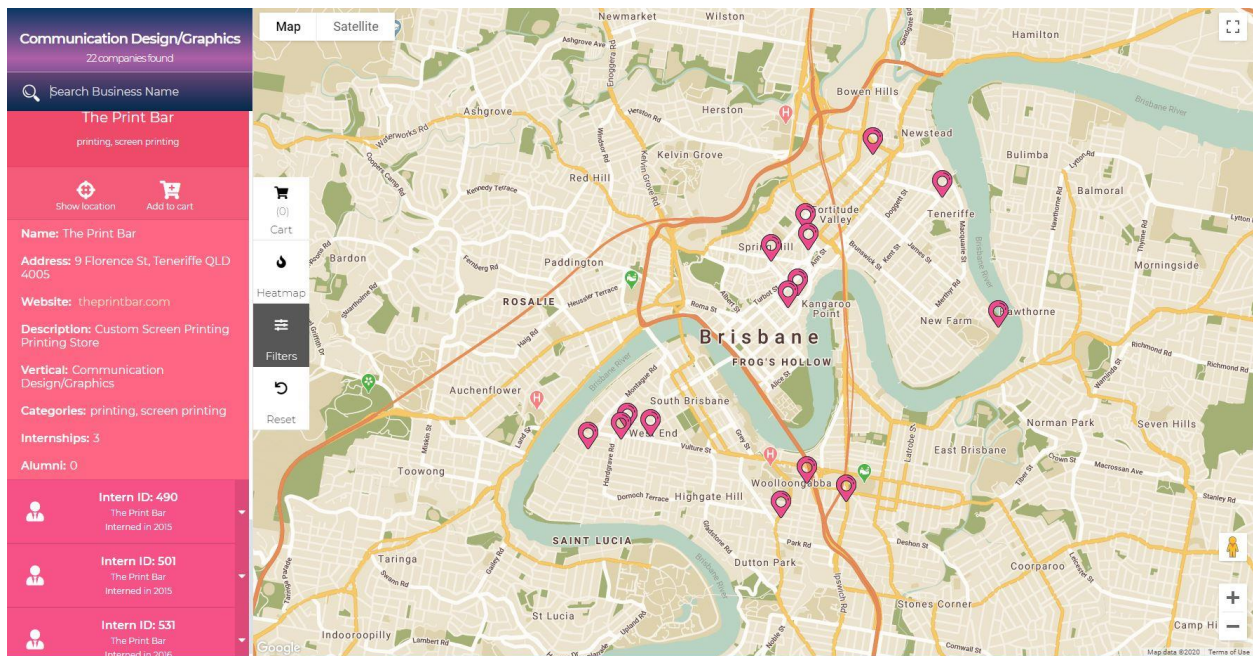


Heatmap

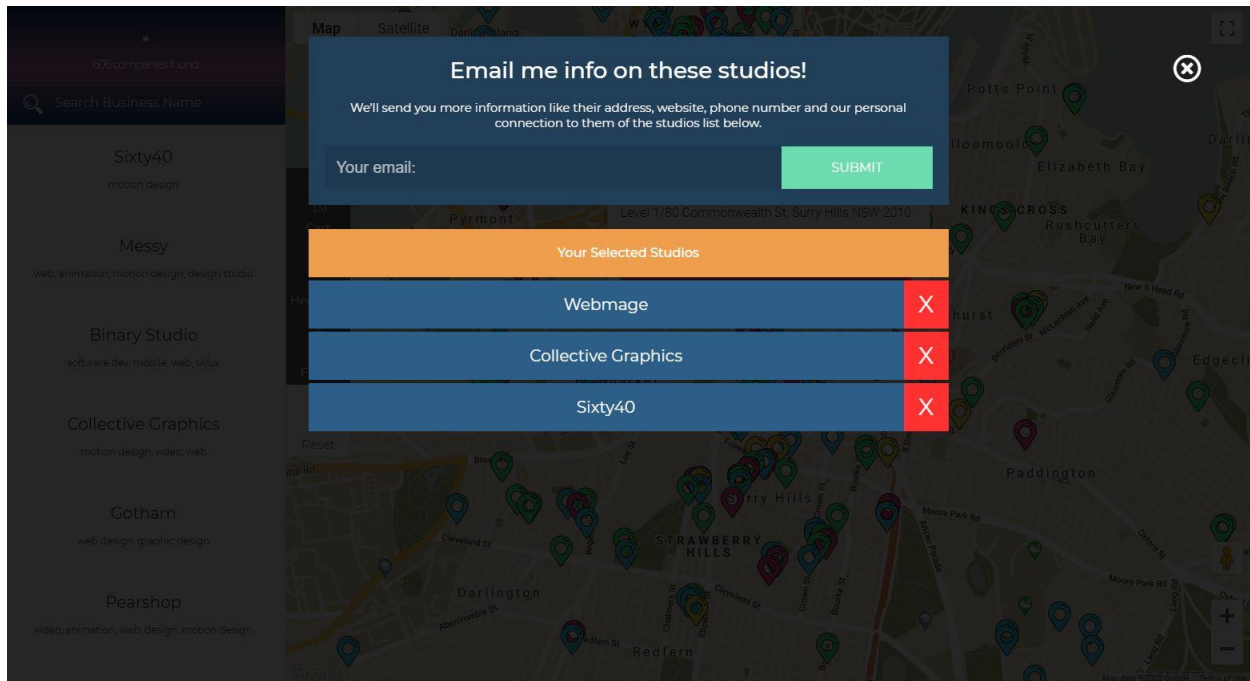




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