

# LET'S WORKSHOP THIS

PROFESSIONAL  
DEVELOPMENT FOR  
THE CREATIVE INDUSTRIES  
AND ARTS SECTOR

# ABOUT US

Creative Plus Business is a social enterprise dedicated to educating creative people and arts organisations about business skills. We are industry specialists focussed on the diverse needs of a broad range of creative stakeholders. We've been sharing practical knowledge and experience through a range of services and online products since 2015.

Our clients include practitioners from every arts profession and organisations that service the creative industries in a wide variety of ways. We also work with all levels of experience, from curious hobbyists to arts graduates, solo freelancers to small teams of arts entrepreneurs, as well as educational institutions, not-for-profits, councils, and larger creative companies.

Our programs help creatives to build their professional skills, improve confidence, increase their capacity, and embrace the positive impact of adding entrepreneurialism to their creative practice.

Since our inception, the team at Creative Plus Business has worked with hundreds of clients and thousands of individual practitioners to help them fully realise the benefits of becoming better at business.

## Values Statement

**Creative Plus Business values honesty, creativity, professionalism, and humour.**

We believe in supporting arts professionals, including each other, through the interesting and rewarding process of being a professional creative. We value practical and positive strategies that work, a no-bullshit approach to challenges, an optimistic outlook that favours action and independence, and a good laugh. We will never stop challenging myths about working creatives, exploring our art, caring for each other, and practising radical empathy.

## Vision

Our vision is to contribute to the growth and success of every creative business, no matter what size, no matter what industry.

**Be creative – make money – love your work!**

## Mission

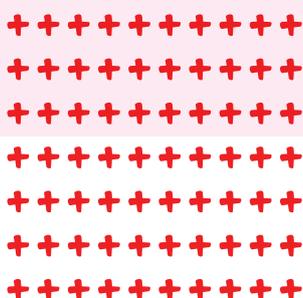
Creative Plus Business exists to support creative practitioners as they develop the entrepreneurial aspects of their practice. We inspire confidence and encourage competency through down-to-earth programs, informative resources, entertaining delivery, and valuable knowledge exchange. Our recipe consists of practicality, a touch of respectful irreverence, and a big dose of professionalism tempered with kindness and empathy.

## What are the Creative Industries?

We work across the whole of the creative industries, including:

- › advertising and marketing;
- › architecture and built landscapes;
- › design in all its forms, from graphics to fashion to interpretation;
- › film, television, online media, and screen;
- › radio and podcasting;
- › music performance and composition;
- › performing arts of all kinds;
- › creative aspects of software development and interactive content;
- › writing, publishing, and print media;
- › visual arts, crafts, and making.

Find out more at [creativeplusbusiness.com](http://creativeplusbusiness.com)





**Monica Davidson**  
Founder of  
Creative Plus Business

## About Monica

Monica Davidson is the founder of Creative Plus Business, and an award-winning expert on the creative industries. Monica began her professional life as a filmmaker and writer, and her experience highlighted how unprepared creative people can be for the realities of running a small business. Monica started informally helping other creatives to build their businesses, and after twenty years of professional creative practice she formalised her experience by completing a Masters Degree in Screen Arts and Business. In 2013 Monica was named as Australia's first Creative Industries Business Advisor, consulting with the NSW Small Business Commissioner to develop programs supporting the creative economy. Monica started Creative Plus Business in 2015 to capitalise on her combined experiences, and since its inception the social enterprise has grown to help thousands of individual practitioners to develop all aspects of their creative businesses. Monica was named as one of the Australian Financial Review's 100 Women of Influence for her work in the creative industries, and in 2019 she received the inaugural Creative Trailblazer Award at Creative 3, a national award from QUT Creative Enterprise Australia that celebrates "an individual who creates enterprises and opportunities and who advocates, mentors, donates, educates and advises within Australia's creative economy". In 2020 Monica was a recipient of the prestigious AMP Tomorrow Fund grant to help develop more programs to assist creative start-ups survive the impact of Covid-19.

**Find out more about Monica at [creativeplusbusiness.com/about-monica-davidson](https://creativeplusbusiness.com/about-monica-davidson)**



## About the Team

The Creative Plus Business team are unique – we are all creative professionals from a wide range of arts practices who also have training and experience in the world of business. The whole team, from our admin assistants through to our senior consultants, have the rare combination of practical business knowledge and skill coupled with the lived experience of working in the arts. We are not representative of 'suit world' telling creatives how they should behave. We are writers, filmmakers, performing and visual artists, musicians, and designers who have all made money from our craft. We also represent diversity in our professional experience, education, cultural background, ethnicity, sexuality, and gender identification.

Because of our shared experience, the team are passionate about guiding our creative peers through the challenges of starting and running a small business or arts organisation. We have all been there, and we genuinely want to help. We also have the no-nonsense, pragmatic approach (combined with a great sense of humour) that comes from years of practical experience in the engine room of the creative economy. We have lived creative business, we have learned from it, and now we are dedicated to sharing our knowledge with others.

**Find out more about the team at [creativeplusbusiness.com/team](https://creativeplusbusiness.com/team)**

# WORKSHOPS

Creative Plus Business offers a wide range of unique training programs specifically tailored to help creative people enhance their business skills. We cover the basics of business, as well as deeper dives into entrepreneurship, financial literacy, marketing, and overcoming the challenges of sustaining and growing a creative business. Our offerings are both educational and surprisingly entertaining, and specifically designed for creative learners with practical exercises, conversation, lots of pictures, and laughs.

Our workshops are also led by creative practitioners with extensive business skills, who have a flair for performance and a generous spirit so participants will always feel welcome, informed, and entertained. Most importantly, we also discuss the personal and emotional factors that go into running a creative business. We don't shy away from the juggle of creative practice, professional development, and personal happiness – we embrace it.

Most of our workshops can be delivered online or in-person, and include:

- › A two-hour interactive presentation tailored specifically to creative participants;
- › A PDF workbook that contains activities and additional resources to support the learning experience in the workshop – and for some workshops, an Action Plan to follow-up after;
- › A permanent Dropbox folder for all participants which can be accessed at any time, and contains additional resources to help sustain learning after conclusion of the workshop;
- › A follow-up email containing links to resources, as well as guidance and direction about where to go for further help and support through our programs and partnerships;
- › Links to our Crowdcast webinar channel, with regular free educational webinars to supplement our workshop series, that can be attended live or watched later.

All of our workshops can also be adapted for bespoke delivery to your timelines and budget.

**Find out more at**  
[creativeplusbusiness.com/workshops](https://creativeplusbusiness.com/workshops)

**“From start to finish our dealings with Creative Plus Business were easy and reliable, and the workshops were outstanding ... I was very impressed by the excellent feedback received and reassured that programming the workshops into our events calendar is an incredibly safe investment in building the strength of the creative economy of our region.”**

**Alison Vandenberg, Economic Development Officer, Bega Valley Council**

## THE START-UP SERIES



### Covering the basics for start-ups and freelancers

The workshops in the Start-Up Series cover the basics that all creative professionals need in order to start or run their professional lives as self-employed practitioners.

#### **FREELANCE FIVE**

No matter where you are in your creative career, the Freelance Five workshop is the fastest way to learn the basics of running a freelance and/or creative business. Find out the five top issues that all creative businesses face (a hint: set up, time management, money, marketing and more!), and learn how to navigate your way around those challenges in one fun and interactive learning experience. **Ideal for: Creative people at every level.**

#### **TIME MANAGEMENT FOR CREATIVES**

How on earth do we find the time to be creative, make money and have enough time for a personal life as well? This non-judgemental workshop looks at how to figure out your priorities, make (and keep) goals, overcome procrastination, and make new habits for better time management. We'll also share our own tips and practical strategies for keeping all the creative juggling balls in the air. **Ideal for: Creative people at every level.**

#### **STRUCTURE STUFF**

Sole Trader? Partnership? Company? HUH? Every business in Australia has a structure, and each structure means different things in terms of your rights and responsibilities. Boring stuff, but essential if you want to take the next steps in your creative business. *Structure Stuff* outlines all the structures, including SPVs and social enterprise, and debates the pros and cons of each. **Ideal for: Creative business beginners, curious hobbyists, freelancers.**

#### **WHAT'S IT WORTH?**

Working out what to charge for your creative work can be a nightmare. Where to even start? *What's It Worth?* covers the basics of figuring out your price point, including working out your budgets, and then moves on to the psychology of pricing, understanding the marketplace, creating loss leaders, and more. A vital workshop for anyone struggling to understand the value of their own work. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **BUSINESS PLANNING 101**

A business plan is a summary and evaluation of your business idea – and it's more than just a panacea for bank managers. It needs to be useful! This workshop reframes the planning process to create a tool that will help you to move forward and take action for your creative business or arts organisation, with an eye on the purpose of the plan, and how to put these great ideas into practice. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **THE ART OF LAW**

In collaboration with the Arts Law Centre of Australia, this workshop introduces the main legal concepts that creatives need to be aware of – copyright, contracts, moral rights, and confidentiality. We'll also share more details about where to go for help, and what resources are available to empower creatives to manage the basics of their own legal affairs. **Ideal for: Creative business beginners, curious hobbyists, freelancers.**

- As with all our workshops, each one can be delivered as a single 2-hour unit or combined with others to create a bespoke learning program for your participants.
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### Self-Promotion and Strategy for all Creatives

Our Marketing Series of workshops examine the basic beginners' approach to marketing, through to a more in-depth exploration into key tactics and the vital elements of a successful marketing strategy.

#### **BEGINNER'S GUIDE TO MARKETING**

This real-world workshop explores the mystery of marketing for creatives, with a focus on strategy and client/customer relations. It also examines some of the key elements necessary for a successful real-world and online marketing campaign. This is the perfect starter workshop for anyone in creative industry that needs a practical and straightforward introduction to the basics of marketing. **Ideal for: Creative beginners, hobbyists, freelancers, established practitioners.**

#### **SOCIAL MEDIA FOR CREATIVES**

This complex and challenging marketing tool is a must for creatives, but finding the balance between narcissism and neglect can be tricky. *Social Media for Creatives* covers the basics, including getting started, which platform to choose, posting the best content, and tricks to staying up-to-date. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **LINKEDIN FOR CREATIVES**

It may not seem so, but LinkedIn is a fantastic marketing tool for creatives – with a few creative hacks. This relaxed workshop is a hands-on approach to learning together and taking the time to make a great profile, understand media sharing, create a posting strategy – and finding ways to connect to potential clients and customers in the best way. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **UNDERSTANDING BRANDING**

Branding is vital for creative professionals and arts organisations, but often so hard to get right. In this practical and entertaining workshop, participants will come to understand branding as the realisation of a 'personality', with fun exercises to start perfecting a personal and professional brand. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **TALKING ABOUT YOUR WEBSITE**

A website is so much more than a passive online portfolio display. It can be a centralised place to showcase services, a marketing tool to share stories, and an educational platform to help clients understand your craft. This practical workshop examines the best ways for creatives to present their websites, with real-life examples of best practice, and helpful resources for DIY design. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **I HATE NETWORKING**

Most people hate networking – and most people don't know how to make the most of this amazing marketing opportunity. *I Hate Networking* is a surprisingly fun event that combines the learning opportunity of a workshop with the real-world practical application of a networking event. It's designed to encourage creative people to get to know each other, while also acknowledging the horror that is networking, and sharing a few tips at the same time (possibly with wine). **Ideal for: Creative freelancers, established practitioners, arts organisations.**

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“We were given confidence, enlightenment and the tools to manage everything from time management, contract negotiations, business plans and marketing. I highly recommend their courses, they are fun and extremely valuable for managing the vagaries of the freelance time and income and juggle.”

Fiona Strain, President of Australian Screen Editors Guild

“I just wanted to say huge thanks for your inspiring seminar. So valuable in the current world to rethink and refresh my marketing approach.”

Elizabeth Rogers, CEO of Regional Arts NSW



“From our first email correspondence Creative Plus Business delivered a service that was warm, pragmatic and efficient. They quickly recognised our specific needs and tailored a programme to suit. Monica and the team delivered above and beyond what was promised – the workshops were practical, interactive and fun. Participants started implementing the tools and strategies immediately and I have no doubt that the learnings taken from the workshop series will be transformational for this cohort of screen freelancers and business operators.”

Abi Binning, Executive Director at Wide Angle Tasmania

### Financial Literacy and Money Basics for Creatives

The Money Series of workshops covers one of the most challenging topics for creative practitioners – financial literacy. The series starts with the basics of understanding money and diversification of income, and then ventures into the scintillating worlds of insurance, superannuation, and tax.

#### **MONEY IS NOT A DIRTY WORD**

Money is the lifeblood of any creative business, but financial literacy can be a real struggle for creatives. This workshop outlines some of the basics of money – with jokes, flair, and pictures! We also look at how to navigate the inevitable famine and feast of creative money, manage cash flow, make budgets, manage our unicorns (huh?), find help, and so much more. **Ideal for: Creative business beginners, hobbyists, freelancers, established practitioners.**

#### **FUNDING FUNDAMENTALS**

Grants, funding, awards, and scholarships are often held up as the holy grail of a successful arts career, but this revenue stream also takes hard work and patience. Learn the basics of writing, winning, and acquitting your funding, as well as putting together a grant folder for future funding. We'll also look at implementing a research plan to stay up to date, and creating a strategy for success. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **DIVERSIFY YOUR CREATIVE INCOME**

Creatives are good at lots of different things, and this practical workshop shares ways to broaden your income and revenue options beyond the obvious or immediate. Take a deep dive into creating an MVO, conducting a skills audit, passive income ideas, adding on products and services, and figuring how to conduct testing and check on how 'good' your income ideas might be. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **TAX TIME FOR CREATIVES**

Tax is a necessary pain and managing your tax obligations as a creative means getting your money stuff in order. It's not fun, but a few simple tips and tricks (and a friendly face) can help. *Tax Time for Creatives* covers the basics of tax, the key creative tax rulings you need to know, working out hobby vs business, simple tips for deductions and record-keeping, cloud accounting, and where to get more help. We also introduce the Groovy Accountants. Take the terror out of tax! **Ideal for: Creative beginners, hobbyists, freelancers, established practitioners.**

#### **SUPER INSURANCE!**

So boring, and so necessary. *Super Insurance!* is a workshop of two halves. The beginning details the nature of risk, understanding your duty of care as a creative professional, the different kinds available, and where to go for more help. The second half examines how superannuation works for creatives and explores the problematic world of the 'superannuation guarantee for contractors'. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

And a reminder from the Start-Up Series:

#### **WHAT'S IT WORTH?**

Working out what to charge for your creative work can be a nightmare. Where to even start? *What's It Worth* covers the basics of figuring out your price point, including working out your budgets, and then moves on to the psychology of pricing, understanding the marketplace, creating loss leaders and more. A vital workshop for anyone struggling to understand the value of their own work. **Ideal for: Creative freelancers, established practitioners, arts organisations.**

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### Extras and Add-Ons for Scale Up Creatives

The Growth series are workshops aimed at more established creative professionals, freelancers, creative businesses, and arts organisations. Each workshop builds on a topic from the previous series and takes the learning one step forward towards a sustainable and successful professional life in the creative industries.

#### **DEAL OR NO DEAL**

How do you say no? How do you negotiate your fees, and manage your professional relationships? Communication, mediation, and conflict resolution are vital parts of running any business, but many creatives have never learned the basics. *Deal or No Deal* is a friendly introduction to the basics of better communication, practised in a safe environment, with practical exercises that focus on negotiation tactics, mediation, and conflict resolution.

**Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **PEOPLE : SKILLS**

Creative businesses have unique and challenging staffing needs – the requirement for talented and loyal people without the reliable turnover that can guarantee the services of an employee. We need a complicated combination of freelancers, interns, casual staff, and friends – so how should a creative business find and retain clever people? *People : Skills* is a practical workshop that details the value of position descriptions (including tips on how to write a compelling PD), how to interview and source references, using recruitment companies, booking freelancers, being a good boss, and more.

**Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **PITCHFACE**

Pitching is a necessary part of professional creative practice, whether it's discussing an idea for a work, talking to funding bodies about a project, or participating in a competitive pitch process or competition. It's fraught with legal and marketing challenges, and needs to be approached in a thoughtful and strategic way. *Pitchface* is a relaxed workshop that provides practical advice on how to tell your best story, how to protect your ideas, and simple tips and tricks to avoid the 'elevator pitch' and build lasting relationships with the people who can help bring your ideas to life.

**Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **MAKE YOUR OWN WORK**

How often are creatives told to 'make their own work'? And what exactly does it mean? *Make Your Own Work* takes a tough love approach to the job of producing a self-devised project, from the initial ideas stage through to completion. On the way we'll examine the legal requirements, the role of a producer, challenges to watch out for, and tips to build a lasting career. It's suitable for practitioners from every aspect of the arts, from screen to performance to visual art and more.

**Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **BEING WELL**

Working in the creative industries is both strenuous and rewarding. How can you maintain relative balance between flourishing and falling, particularly when your output is built with emotion? *Being Well* explores ways that creative professionals can purposely bring wellbeing practices into their everyday lives. Led by a creative industries specialist and wellbeing guru, this interactive workshop is an appraisal of your wellness agenda, so you can remain creative for the long term.

**Ideal for: Creative freelancers, established practitioners, arts organisations.**

#### **BETTER BRAINSTORMING**

Creative professionals and arts organisations need to collaborate, innovate, and brainstorm every day as part of their work, sometimes with limited resources and complicated professional and artistic relationships. Without any guidance, however, brainstorming sessions can descend into a snooze-fest of post-its and butcher's paper. *Better Brainstorming* is a relaxed and fun interactive workshop that outlines the novel and innovative brainstorming techniques from creative leaders and skilled practitioners from around the world.

**Ideal for: Creative freelancers, established practitioners, arts organisations.**



### FROM LITTLE THINGS

A great many not-for-profit organisations are volunteer run and led, especially in the arts and creative sector – and especially in the regions. *From Little Things* is a real-world look at how small organisations can grow, in terms of funding, diversification of income, and staffing. It also examines the challenges faced by smaller NFPs, including team retention, and working with a board. Led by a creative industry and NFP expert, *From Little Things* can help a small organisation transform to make a bigger, and longer lasting impact. Ideal for: Not-For-Profit and volunteer run arts and creative organisations.

**“On behalf of the NAVA I want to thank you for working with us on the development and implementation of our inaugural online training program for visual artists. Your experience and knowledge about the issues and motivations required by people running their own business allowed us to deliver a program that was relevant and embraced by the participants. NAVA staff also gained from working with you.”**

**Tamara Winikoff – Executive Director, National Association for the Visual Arts**

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## LONG FORM PROGRAMS

### For those who want a little bit more

Sometimes our clients want more – longer programs that cover a range of topics or options. These can be assembled from the workshops we already have or we can create something unique to your requirements.

Here are two of our most popular and practical long-form options.

#### **ARTSELERATE**

Artselerate is a fast, practical, and collaborative approach to business and strategic planning for creative practitioners, arts organisations and commercial enterprises working in the creative industries. This 2-day program combines business incubation, start-up acceleration, creative collaboration, and networking opportunity.

- › In a small group of 8-10 people, individuals work together to complete their own business and/or strategic plan. They can create a plan to develop their business or organisation, brainstorm their revenue models, or prepare for a grant application;
- › Each session is based around a theme, working to a business plan template, and facilitated by an experience creative industries business specialist;
- › Time is spent learning about and discussing the principles behind each theme, and on the practical completion of that section of the plan template;

- › Groups learn to support each other and collaborate in a safe and confidential environment, and participate in a private Facebook Group for their own cohort during and after the sessions;

The final goal is a completed draft of a business or strategic plan by the end of the weekend.

#### **FREELANCE SURVIVAL SKILLS**

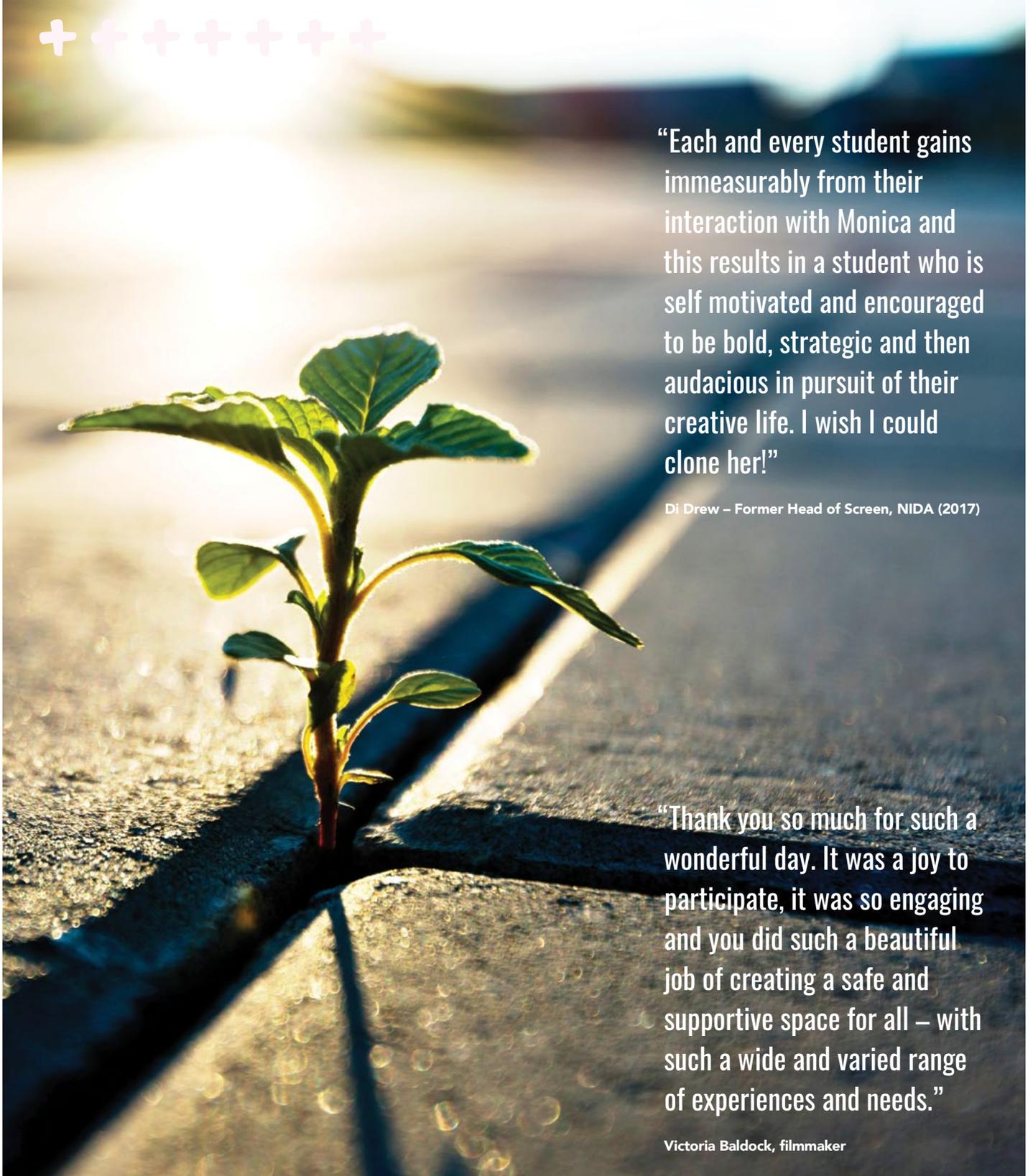
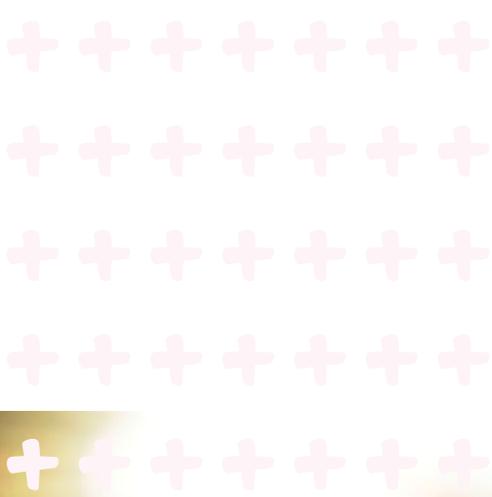
A two-day event that covers the basics of a freelance creative career in one fell swoop. Creatives are very often launching themselves into a 'portfolio' career without a whole lot of training about how to actually make it work. This practical and entertaining workshop covers the most essential aspects of learning how to freelance in a creative career, including:

- › Getting Started and Having a Plan – Be Your Own Boss is real!
- › Structural Basics – Know your rights and responsibilities
- › Diversifying your Income – Creating multiple sources of income from your talent

- › Working Out Your Rates – what exactly should you charge?
- › Super and Tax – Resources to help with the Scary Stuff
- › Finding and Keeping Clients – Marketing and business development to end the day!

- This workshop is ideal for freelancers at any stage, people transitioning into self-employment, graduates, early stage freelancers, and curious hobbyists.

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“Each and every student gains immeasurably from their interaction with Monica and this results in a student who is self motivated and encouraged to be bold, strategic and then audacious in pursuit of their creative life. I wish I could clone her!”

Di Drew – Former Head of Screen, NIDA (2017)

“Thank you so much for such a wonderful day. It was a joy to participate, it was so engaging and you did such a beautiful job of creating a safe and supportive space for all – with such a wide and varied range of experiences and needs.”

Victoria Baldock, filmmaker



## Workshop Case Studies

### Marketing For Museums South East Arts 2021

In February 2021 the team at C+B created a day-long marketing workshop specifically aimed at regional museums and galleries, with support from South East Arts. Forty participants from across the south-east region of NSW joined in the online workshops, many of whom were older volunteers with limited technological experience. The day

was divided into sections, led by two facilitators from the C+B team, and explored the topics of marketing strategy, branding and social media specifically for small regional arts organisations with limited funding and capacity. The day was a great success, with all participants commenting on how friendly and accessible the workshop was for them. As with all our

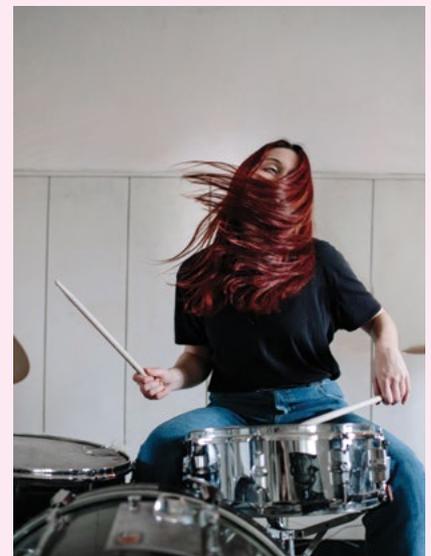
workshops, we also created a bespoke dropbox full of additional resources and information to help long after the day was concluded, and support for the participants that needed help navigating that tricky technology.



### Association Of Artist Managers Australia

The Association of Artist Managers (AAM) is a peak body that develops, protects and promotes the reputation and interests of Australian music managers, and their artists. In 2021 we worked with AAM to create a series of webinars and a business mentoring program designed to improve the professional skills of women in the Victorian music industry. The goals were to enhance, support and empower female managers during the critical middle period of their careers, with a larger vision of

balancing the gender inequity in the industry as a whole. C+B worked with AAM to create four webinars, focussed on business basics, financial literacy, diversification of income and marketing. Once the webinars were concluded the 15 participants were teamed with a female business advisor to explore their new business plans and discuss their immediate goals. The participants were engaged and invested in the program, and all have continued with their business plans with the support of additional resources and guidance from C+B.



**“The Museum Marketing workshop was expertly pitched for the participants and the content was extremely relevant to the needs and capacity of our volunteer run museums.”**

Andrew Gray – Executive Director South East Arts



## Workshop Case Studies



AFTRS Indigenous Filmmakers (Brisbane) 2020, *Freelance Survival*



Vivid Ideas 2019, *Grad Show panel discussion and workshop*



Lake Macquarie City Council 2020, *Beginner's Guide to Marketing*

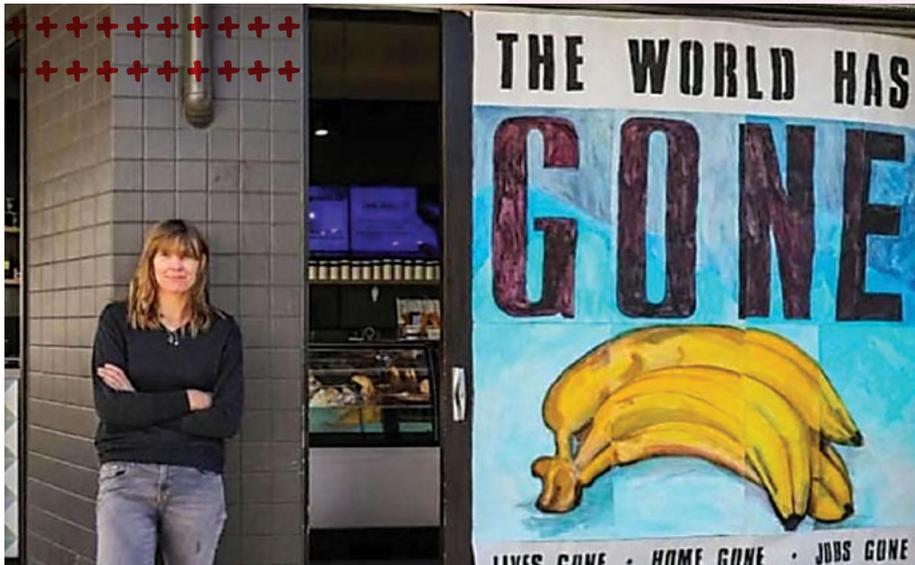
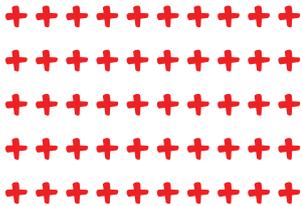


Australian Screen Editors (Sydney) 2017, *Deal or No Deal*

**“This was one of the best workshops I have ever attended. It was well presented and the information was amazing. To get all the resources in a Dropbox to keep learning after the workshop was the icing on the cake. The presenters were very interactive and I gained so much knowledge.”**

**Workshop Participant**

“Creative Plus Business’s workshops are amazing and easily the most valuable resource available to creative businesses.”



City of Sydney

Funding Fundamentals is one of C+B’s most popular workshops, and the City of Sydney engaged us to create four workshops that expanded on the basics to help support potential applicants for the City’s grant funding rounds. The workshops were divided into four topics: preparing for grant applications as a regular source of funding, the nitty gritty of funding applications, getting grant budgets right, and what to do once you’ve received a grant (or not). Over 200 people registered for each workshop, and received access to a tailored Dropbox folder as well as 6 hours of training and the chance to ask questions. The response was overwhelmingly positive, with many people participating in all four workshops as well as the mentoring and advisory services offered as additional support.

“Thank you so much for this amazing session and all the great resources! It was incredibly insightful.”

CoS Workshop Participant



## Workshop Case Studies



## Artists of Colour Initiative



The Artists of Colour Initiative (AOC) is a scholarship competition designed to provide financial assistance and industry support to 6 exceptionally talented theatre performers that identify as Bla(c)k, Indigenous or People of Colour. C+B partnered with AOC to provide four online workshops for the 2020 semi-finalists

to help them with practical tips and tools to help with the professional challenges of work in the performing arts. We created bespoke workshops and a dedicated Dropbox folder that covered the basics of freelancing in the arts, with a focus on financial literacy, legal matters and self-promotion. The six finalists were also

provided with the opportunity for sponsored mentoring to help them put their learning into action. The response was positive and everyone enjoyed not just the education, but the chance to network with each other.

**“I just wanted to say a huge thanks for running the incredible Zoom workshops for AOC Applicants over the last 4 weeks! Thank you for sharing your time, energy and expertise. I, and all of the attendees, really enjoyed and appreciated the sessions.”**

Tarik Frimpong – Founder AOC Initiative



# ADVICE



## Supplementary One-on-One Creative Business Advice Programs

Many Creative Plus Business workshop clients have also chosen the additional support of our personalised and private business advisory services. For a listing of all available advisory programs (which can be delivered online), please visit: [creativeplusbusiness.com/advice/](https://creativeplusbusiness.com/advice/) All of our advisory programs are friendly and informal, and the information shared is kept 100% confidential.

**CHAT** is the Casual Coaching option for practitioners that need one-off support or assistance from a creative business specialist. Our advisors can answer questions, provide guidance and resources, and coach you towards decisions about anything to do with creative business. That includes survival challenges, strategic planning, marketing, management, financial issues and more.

During each CHAT session, the advisor will:

- › Identify where the practitioner feels that they need help;
- › Work together to create a goal or find a solution with those challenges in mind;
- › Come up with an Action Plan, some 'homework' to help with the next steps after the CHAT.

Afterwards, the advisor will send the practitioner a follow-up and any additional resources they need via email. Each session lasts 1-hour, via Zoom.

**The GROW program** is a series of 6 mentoring meetings designed to help established practitioners and leaders in arts organisations to stay on track and remain focused and accountable against their own goals as they take their creative business and career to its next stage.

During the GROW program, participants can expect to work with their advisor to:

- › Establish their goals, and identify what they would like to achieve from the whole program;
- › Create a strategy and set of priorities to help them get what they want from their practice;
- › Create an Action Plan, which includes practical 'homework' for between sessions.

The GROW program requires an ongoing commitment that delivers fantastic results for anyone who is serious about their creative business. Each session lasts 1-hour, via Zoom.

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## THE BORING BITS

### HOW MUCH DOES IT COST (2021 pricing)?

**Our standard 2-hour workshops are priced at \$2000.00 + GST.**

If you require a bespoke or tailored workshop, our preparation fee is \$80 per hour. Travel costs will also be calculated for In Person delivery of workshops outside of the Greater Sydney area. This will include flights, accommodation, and travel time. There is NO LIMIT on the number of participants, beyond venue capacity.

**A CHAT advisory session is priced at \$250 per session, + GST.**

**The GROW program is priced at \$1200.00 per program (6 sessions) + GST.**

All advisory sessions are confidential and anonymous.

### HEAVENS! WHAT'S INCLUDED IN THAT COST?

All our workshop fees include admin, preparation, overheads and insurance, all correspondence and meetings, hosting of online platform (if required), creation of bespoke PDF workbooks, follow-up support emails, and access to a dedicated Dropbox with more resources for each participant.

Our advisory program fees include preparation for the expert advisor, meeting time with the client, a follow-up email with access to bespoke resources and continued links.

### WHERE ARE THE WORKSHOPS HELD?

We can run workshops wherever your stakeholders might be. All workshops have been designed for both online delivery and real-life presentation. Venues for workshops are the responsibility of the client, but for an additional fee we can source a location for you. We also implement COVID-Safe practices for IRL workshops.

### WHO ARE YOUR FACILITATORS?

Our team of facilitators are all experienced presenters, with both creative practice and small business experience. All our workshops have been developed inhouse and delivered repeatedly by different presenters to ensure they are consistently practical, educational, entertaining, and fun.

### WHAT EQUIPMENT DO YOU NEED?

For online delivery, we can provide Zoom or Crowdcast as a stable platform. For in person workshops, we need a screen for our presentation and preferably a whiteboard for the helpful drawing of pictures.

### WHAT SHOULD PARTICIPANTS BRING?

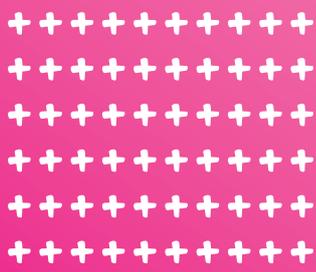
Pen and paper, laptop if they want to. We provide all the rest including workbooks and writing materials.

### DO YOU HAVE INSURANCE?

Indeed. We have Public and Product Broadform Liability Insurance up to \$20 million, Professional indemnity Insurance up to \$5million, and our team are covered by appropriate NSW Worker's Compensation insurance.

### DO YOU OFFER A QUALIFICATION?

We are not a Registered Training Organisation, but many of our facilitators are qualified to deliver accredited training up to an AQF9, under the Australian Qualifications Framework. We can also create bespoke programs to confirm to your accreditation needs, according to your schedule of delivery and assessments.



#learnfromthebest

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Creative Plus Business is a certified social enterprise through Social Traders. This means that we are dedicated to doing social, community, and environmental good inline with our purpose of contributing to the growth and success of every creative business.