

## **MEDIA RELEASE**

Thursday, 5 June 2008

### **Marketing Workshop for arts and community groups**

Arts OutWest and Mid-Western Regional Council are hosting a full-day workshop on Marketing for paid and volunteer staff from arts, cultural and community organisations, in Mudgee on Saturday June 28.

The workshop is part of the Creative Volunteering program, a national initiative of Regional Arts Australia, which offers opportunities for arts and cultural organisations to develop skills and networks.

People from right across the Central West are invited to attend.

The 'Undertake Marketing' course concentrates on how to develop a marketing plan suitable for not-for-profit and cultural organisations. Participants will explore the purpose and uses of a marketing plan, identify target markets and develop practical actions to help their organisation to position and present itself effectively.

The workshop is all about making people aware of what you've got to offer. This course will help organisations build membership and participants. It offers practical help to make more people aware of your group and your activities and increase participation and income.

Workshop content is geared towards cultural organisations, but paid workers and volunteers from any community-based organisation are encouraged to enrol. From Council employees, galleries and museums, festivals and events organisers, arts societies, local historical societies, library staff, sport and recreation groups, emergency services and youth organisers. The workshops are designed to enable people to draw on their own experience and apply the information directly to their organisation.

Presented by cultural development and marketing expert Natalie Bramble, the one-day course is nationally accredited with participants eligible for a Statement of Attainment.

The workshop will be held **Saturday June 28, 10am-4pm at Winning Post Motor Inn, 101 Church Street, Mudgee.**

Cost is \$25 which includes all materials, tea and coffee. Participants should bring their own lunch. To register call Arts OutWest on **6338 4657** or go to [www.regionalartsnsw.com.au/courses/c-vol/c\\_vol.html](http://www.regionalartsnsw.com.au/courses/c-vol/c_vol.html)

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