

MEDIA RELEASE

Tuesday, 22 July 2008



Creative Volunteering – No Limits (Marketing skills for regional communities)

On Saturday June 28, the Creative Volunteering marketing workshop was held at the Winning Post Motor Inn, Mudgee.

Supported by Arts OutWest and Mid-Western Regional Council, the development workshop in Mudgee provided an opportunity for paid and volunteer staff from local arts, cultural and community organisations to boost their marketing skills.

The skills development project was open to both volunteers and paid workers from community-based organisations around the Central-West.

Creative Volunteering is a national initiative of Regional Arts Australia and offers important opportunities for participants to develop skills and networks that will assist in the growth of their organisations, as well as the future development of their local community.

The one-day training program in Mudgee focused on day-to-day and practical challenges facing community based organisations. The program's design enabled local volunteers to draw on their personal experiences, and apply this information directly to their own organisations.

The 16 participants were also taught how to properly research and identify target markets in their local area and beyond, and develop practical actions to assist their organisations to position and present their activities and events more effectively. The training course concentrated on how to develop a suitable marketing plan for local not-for-profit and cultural organisations. Participants explored how to create their own marketing strategies, and building audiences for their activities.

Rhonda Redenbach of the Parkes Shire Band said that: "It was very beneficial to have a program like this around the local district. It is important for people to learn more about promoting themselves, which is often neglected by community organisations."

Creative Volunteering is a program of the Regional Arts Australia. In 2008-09 it will be renamed as Business Skills for Creative People. Further information on the nationally accredited course, visit the web site. <http://www.regionalarts.com.au>

In New South Wales the workshops are managed by Regional Arts NSW and delivered by the registered training organisation, CCD NSW. The initiative is subsidised by the Australian Government and is a nationally accredited course.

The photo; L-R

Tracey Willow, manager, Elizabeth Evatt Legal Service based in Katoomba serving central west, Maree Crofts, coordinator All Saints Arts Festival, Bathurst, Geena Plate, Friends of No47 gallery in Rylstone, Jenny Smith president Henry Lawson Festival Grenfell and Natalie Bramble, workshop facilitator and organisational consultant from Dubbo.

ENDS

Released by Arts OutWest

Phone: 02 6338 4657 / email: artsoutwest@csu.edu.au

***Arts OutWest** services the local government areas of Bathurst Region, Blayney, Cabonne, Cowra, Forbes, Lachlan, Lithgow, Mid-Western Region, Oberon, Orange, Parkes, Wellington and is supported by Arts NSW.*