

MEDIA RELEASE

Tuesday October 5



Packed list of workshops for artists and arts business

Arts OutWest will be kept busy over the next three months delivering a whole program of arts business workshops and training opportunities for creative people in the Central West.

The workshops and training focus very much on the creative industries and look at how arts people can make a living from their work.

“Basically through our workshops and public forums we’re trying to answer the most common questions we get at Arts OutWest: How can I make a living from my art, how do I make my arts business thrive and how do I access funding” said Arts OutWest executive officer Tracey Callinan.

The first workshop is **Hands On Marketing**, delivered in partnership with TAFE. This two day course (October 15 and 29) looks at how to research markets and identify viable opportunities for selling artwork or yourself as an artist or creator. Led by TAFE marketing teachers it will be hands on and give an introduction to things like using the internet to research markets, creating a marketing plan, designing brochures and marketing your work online.

“We’ve been able to heavily subsidise the cost of this TAFE course so that those artists really starting out or needing to develop their business can access it,” says Tracey Callinan.

Arts OutWest will continue a focus on the business side of the arts with a special **Creative Industries Forum** held in conjunction with the Sydney-based Creative Industries Innovation Centre (Bathurst, November 10).

“When we say Creative Industries, we mean all those industries and businesses who work in a creative way: publishing, writing, architecture, photography, visual arts, television, radio, advertising, film, performing arts, music, games and interactive content,” Ms Callinan said.

As part of the forum, staff from the Creative Industries Innovation Centre will be offering 10 free one-hour consultations for creative businesses looking at national and international opportunities including options for government investment support.

Also on the agenda is a workshop with **Arts Law** NSW looking at legal, copyright and royalties issues (Orange, November 25) and a workshop called **Finding Work in the Arts** looking at how to work as an artist in the education, health and community development fields (Orange, November 30).

Two more of the popular **Grant Writing Skills** workshops will also be held (October 26 in Cowra and December 9 in Bathurst).

For a full program or make a booking contact Arts OutWest: 6338 4657.

More details on all Arts OutWest public program events at

http://www.artsoutwest.org.au/training/aow_workshops.php