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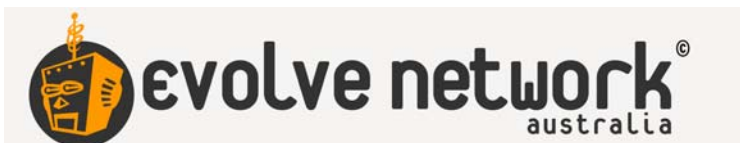


Market Ready for the Arts

FINAL REPORT

**Prepared by Kerry Grace
14 December 2005**

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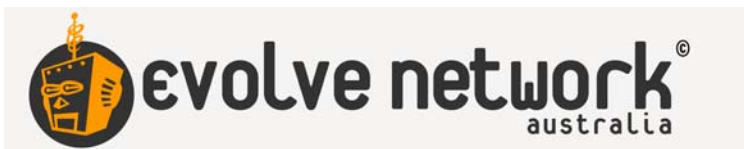
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Market Ready for the Arts – Final Report

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Workshops

Students participated in 8 x workshops at Macksville Campus of TAFE, North Coast Institute. The workshops covered business planning, cash flow and taxation, account keeping, marketing plan and market research, promotions, identifying new and existing business opportunities and networking, computer aided research (CAR), product development and creating publicity materials.

Several guest speakers visited the group throughout the workshop series. The guests were Joy Lane (Nambucca Tourism), Darren Green (Bowraville Gallery) and Richard Holloway (Arts Mid North Coast).

The group also met on several occasions outside of the workshops to discuss ideas and meet members of the local arts community and local businesses for further promotion of their artistic products.

Surveys

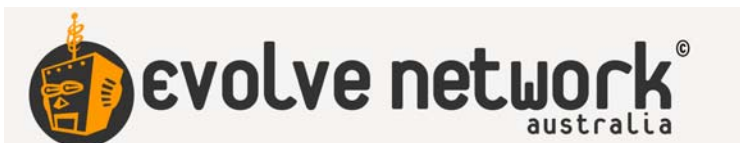
The group was formally surveyed three times throughout the duration of the course. The aims and primary findings of the surveys were:

1. Survey one, distributed in workshop one: to gain background information on previous studies, ensure workshop days and venue were suitable and ascertain the most commonly sought skills.

Findings of the survey indicated the workshop times and venue were suitable for the majority of students. Skills most widely sought related to finance, marketing and networking. Students also indicated interested in learning how to manage a business and increasing income. Most students had not previously studied business related topics.

2. Survey two, distributed workshop four: aimed to assess workshops to date and provide feedback relating to how the workshops were satisfying expectations. At this point students were also given the opportunity to identify other training areas desired.

Most participants rated the delivery of workshops to date as either 'excellent' or 'good'. Students saw the content of workshops as being relevant. The workshops met most of the student's expectations. In this survey students indicated they would like to meet outside of the workshops to continue the momentum of the course. Mid-month meetings were established at this point.





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3. Survey three; distributed at the final workshop: gathered feedback from the workshop series.

All completed surveys indicated one of the most important attributes of the workshops was the opportunity to meet other artists, followed by the value of the workshop content.

Students indicated they would have liked more involvement and discussion with established artists.

Students indicated they would go on to utilise skills learned within the workshops to develop and maintain their businesses. Several students highlighted the fact they now felt more able to conduct business and more likely to attain realistic expectations of the business.

Outcomes

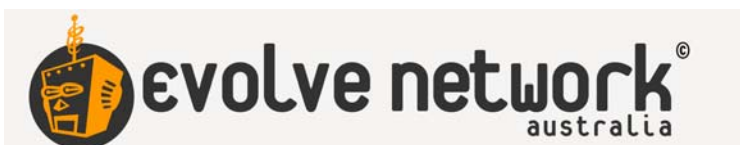
One of the early starters, (name withheld) was unable to attend the majority of workshops as she has been too busy in her arts business. (name withheld) has established a thriving wedding photography business. I have been in regular contact with (name withheld) and forwarded relevant workshop materials.

Another student sold works at a retail store in Nambucca Heads and most have engaged in an exhibition throughout businesses in the Nambucca.

Overall student attendance remained high until the final two workshops. This was primarily due to personal issues, particularly transport and childcare.

In all the students who completed the workshop series left motivated with a desire to further their various arts businesses. Works are now exhibited in various stores throughout the main street of Nambucca. The majority of these stores would not usually exhibit art works.

Many members of the group will also participate in upcoming community projects coordinated by Evolve Network Australia.





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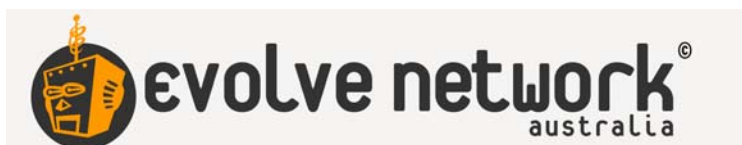
Future recommendations

Although workshop topics were ideal, a more viable structure may be to two hour workshops in the evening. These workshops could be held twice per month.

Mentoring was an important part of the series, artists appreciated having a point of contact (the coordinator) to ask questions and gain further information. Ideally, mentors would be established artists who are more equipped to disseminate genre specific information.

Mentoring and further 'real life' stories by professional artists could be facilitated by an on-line medium such as a blog. An example of how this technology can work is available at www.nambuccavalleyarts.blogspot.com This technology is cost effective and easy to use.

For further information please contact Project Coordinator Kerry Grace at kgrace@evolvenetwork.com.au or 0404887473.





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Appendix one – Artist Profiles

Trish Richers



Trish Richers works mainly in acrylics. Trish commenced formal training at the Tasmanian School of Art as a teenager but left before completing a degree, feeling that she needed to broaden her horizons to become a "serious artist". So after many years pursuing a career in science, travelling, and dabbling in different art styles, she has settled in the Nambucca Valley to do some serious art (and has plenty to say now).

Trish has been producing vibrant works using the rich colours of porcelain paint on large ceramic tiles as a canvas. The bulk of her work these days is the more traditional acrylic on canvas and paints landscapes and portraits. Trish is presently establishing a business creating designer bathrooms and kitchen tiles, and is working towards an exhibition with her acrylic canvasses.

Contact Trish: 6569 7027
Trish.richers@gmail.com



Linda Schofield



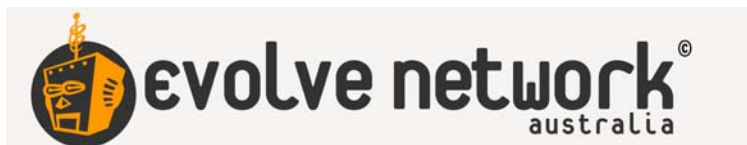
Linda is a modern botanical and portrait artist who works primarily with watercolours. Linda is also an avid photographer.

She is able to supply prints of original artwork in various formats including cards, framed prints and small works.

Linda's work is very inspired by her love and respect for the natural environment.

She has worked in the arts for numerous years both as an exhibiting artist, on commissioned work and in community cultural development projects.

Contact: 6569 7288
pashflower@hotmail.com





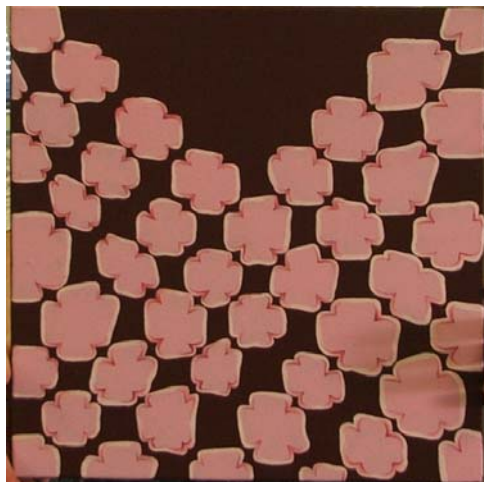
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Ky Alecto



Ky Alecto is a meta faceted artist, currently painting. Her current work is a series of resonant pattern paintings called 'blueprints for change', small, medium and large explorations of transcendence.

Ky studied at Armidale and Wollongong TAFE, majoring in printmaking and sculpture. She has created and participated in experimental events some may call installations working with performance, video, sound, sculpture and prints.

Contact Ky: cosmicjoke9@yahoo.com

Helen Spooner

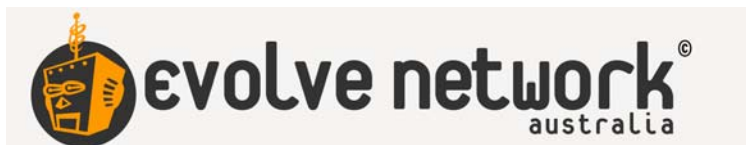


Helen is a textile artist who works mainly with silk and other natural fibres. Helen recently started exploring the interesting possibilities offered by man made fabrics. Her processes involve stressing and straining the properties of fabric to create something new. Currently Helen's work takes the shape of wearable art comprising of wraps, ruanas, scarves, kimonos, tops and dresses.

In her work Helen has borrowed from the ancient Japanese textile art known as Shibori and given it a modern twist.

Helen's inspiration comes from many sources. She loves the excitement of taking a piece of folded, 'dripping with dye' fabric and seeing it transform into something beautiful often in unexpected ways.

Helen has exhibited in the National Trust galleries in Cornwall (UK).
Contact Helen: 65647605





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Dani Danaher



Dani Danaher has been involved in the arts for over 15 years. Dani has studied visual art at the Queensland College of Art and with North Coast Institute of TAFE, Coffs Harbour Education campus.

She is currently exploring mixed media artworks on paper and canvas.

Dani loves drawing, colour and the process of creating. She has recently been inspiring young students at Frank Partridge School to explore mixed media as part of their art class.

Dani is now experimenting with exhibiting her art. Her works can be seen at the Nambucca Bookshop Café, Nambucca Heads and in the Scotts Head Art Show.

Contact Dani: 6569 5179

Sue Smoothy

Sue Smoothy is a multiskilled individual who has a large amount of community experience.

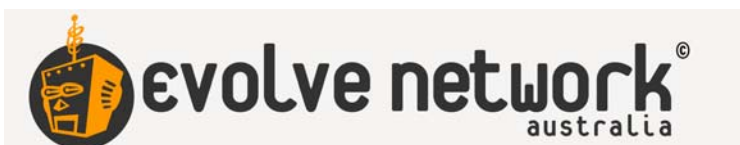
Sue is a member of the Nambucca Valley writers Group and has been writing since childhood. She also has been a keen photographer since her teens.

Sue is currently developing a business which combines these two artistic aspects and provides a unique product for mementos and individualised gifts which can be made to order.

Contact Sue: 0427 013 220

Other local artists who participated in the Market Ready for the Arts

project: Sally Hook, Glen Stapleton, Shannon Fuller, Zane Prichard, Natalie Bateman, Kerry Kelly, Jodie Rolleston, Christabell Wylie and Jacquelin Melilli.





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Appendix two – Media Release one

Media Release 24 March 2005

Market Ready for the Arts

Are you an artist who is ready to take the next step in your career? The Department of State and Regional Development, TAFE North Coast Institute and Nambucca Shire Council are funding a series of workshops specifically for you. The project is also supported by Arts Mid North Coast.

On completing the recent Nambucca Valley Arts Directory survey coordinator Kerry Grace of Evolve Network Australia found a lot of responses indicated a demand for training throughout the arts community, particularly in the areas of business planning and marketing.

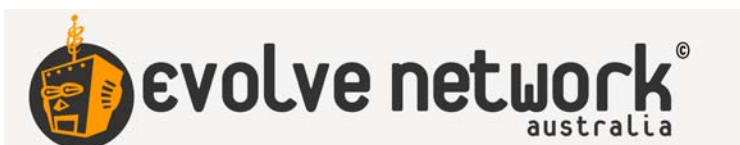
“The survey results highlighted a perceived lack of support for the arts community” says Kerry “the flip side is there are a lot of opportunities out there that aren’t being explored. These workshops are designed to help artists do just that”.

The workshops are taught by TAFE teachers and are developed specifically for the arts environment. They are designed to help artists to set up and grow their businesses, meet and network with other local artists and industry representatives and learn.

Topics include business planning, cash flow and taxation, account keeping, marketing plan and market research, promotions, networking and developing business opportunities and product development.

There will be one workshop every month between April and November. Better yet there is no course fee, only a small cost for take home materials.

Workshops will be held at Macksville Campus of TAFE, West Street Macksville. Market Ready for the Arts is an initiative of the Nambucca Creative Industries Strategy and is coordinated by Evolve Network Australia. For further information contact Kerry Grace on 65682781 or info@evolvenetwork.com.au Course numbers are limited.





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Appendix three – Media Release two

12 July 2007

Market Ready Artists

Market Ready for the Arts, an initiative of the Nambucca Creative Industries Strategy ran from May to November 2005. The project was a partnership between the Department of State and Regional Development, Nambucca Shire Council and TAFE North Coast Institute, Macksville Campus. It was coordinated by Evolve Network Australia and supported by Arts Mid North Coast.

Throughout the project fifteen Nambucca Valley artists were exposed to a variety of workshops on small business skills including accounts and finance, business planning, marketing, market research, product development, database management and identifying business opportunities. Other local artists were also involved in one-off workshops.

Guest speakers throughout the course have included Darren Green of Bowraville Galleries, Joy Lane of Nambucca Valley Tourism and Richard Holloway, Arts Mid North Coast.

Student responses indicated the course was greatly beneficial in terms of building confidence as well as developing the necessary small business skills to deliver their artistic products to the marketplace.

The business community of Nambucca Heads have also been supportive of the project in creating a 'Market Ready for the Arts' art trail.

Works can be seen at: Living Rooms, The Nambucca Bookshop Café, Bradley's Real Estate and the Nambucca Community Gallery.

