



Department of State and  
Regional Development



## MARKET READY FOR THE ARTS

*An initiative of the Nambucca Creative Industries Strategy*

A series of workshops specifically for **artists** who are ready to grow their artistic activities into a business or expand their current business.

Learn how to plan, set-up and grow your business while meeting local artists and industry professionals. Workshops will be facilitated by TAFE NSW teachers and include guest speakers.

**Venue:** Macksville Campus of TAFE NSW

### S c h e d u l e

- Workshop 1:**      ***Business Planning PART ONE***  
*A guide to the what, where, when, why and how of your business*  
April 2005
- Workshop 2:**      ***Cash flow and taxation***  
*Learn about working capital, loans, finance, GST and Income tax*  
May 2005
- Workshop 3:**      ***Account keeping***  
*Learn day to day account keeping processes such as cash books, journals, petty cash, BAS Statements and banking reconciliations*  
June 2005
- Workshop 4:**      ***Marketing plan and market research***  
*Identify the Price, Product, Place and Promotional mix appropriate to your business.*  
July 2005
- Workshop 5:**      ***Promotions***  
*How to promote your business using tools such as communication skills, publicity, event management and customer service techniques*  
August 2005
- Workshop 6:**      ***New horizons: (& fundraising)***  
*Identifying new and existing business opportunities, networking*  
September 2005
- Workshop 7:**      ***Product development:***  
*Enhance the presentation and delivery of your products, product modification and other ideas from outer space.*  
October 2005
- Workshop 8:**      ***Business Planning PART TWO***  
*Present your completed business plan, assess future opportunities*  
November 2005

**Workshop numbers are limited. For further information contact:** Kerry Grace  
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