



Department of State and
Regional Development



Nambucca Shire Council



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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.

