

creative
+ PLUS BUSINESS

**Office for
Small & Family
Business**

**Government of
South Australia**



ARTSELERATE SOUTH AUSTRALIA



*creative business incubator
professional arts accelerator
creative collaboration
networking opportunity*

WELCOME TO ARTSELERATE SA

ARTSELERATE SA is a unique combination of business incubator, start-up accelerator, creative collaboration, and networking opportunity that creates a fast and practical approach to business and strategic planning specifically for creative practitioners and arts professionals.

ARTSELERATE helps participants complete the plans for their businesses and creative careers, with practical actions ready to be implemented, and creates a continued connection with other creative professionals through a guided peer support program and ongoing connection to experts.



WHAT TO EXPECT:

- A little bit of **pre-work** to introduce the topics of strategic planning, with a focus on cultural safety.
- **2 x two-day in-person incubators** (5 weeks apart) full of tutorials, resource sharing, fascinating guest speakers, and practical activities both solo and group.
- An **informal networking dinner** on the Friday night of each incubator (at your expense, close to the venue).
- **1-hour peer support meetings** with one of your fellow participants, as part of the Peer Buddy coaching program. Training for this component is provided.
- Ongoing access to a **permanent Dropbox folder** full of additional materials, resources, information sheets, interesting links and practical workbooks.
- Templates for both a One Page **Creative Business Plan** and a One Page **Creative Marketing Plan**, to be worked through during workshop time and at home.
- Ongoing access to a wide range of **free webinars** on the topics of creative business, professional development, financial literacy and marketing.
- Access to the private **Artselerate Facebook Group**, where you can continue to connect with your new pals and previous program alumni from South Australia.

THE COST?

\$150 + GST





WHO SHOULD APPLY?

ARTSELERATE is a program designed for creative practitioners and arts professionals at any stage of their development — it's a melting pot of experiences, attitudes and ideas to move your practice to the next level and spend some time actually planning for the future and getting things done!

You could be...

- An individual artist or maker from any area of the creative industry,
- A recent graduate or fledgling freelancer just getting started,
- Someone representing a small creative organisation or arts not-for-profit,
- A leader from a mid-sized arts or screen organisation who doesn't have the financial resources to hire a consultant or participate in a more expensive program.

You must be a resident of South Australia and over 18 to participate.

We welcome keen beans from any area of practice, including screen, music, performing arts, design, fashion, visual arts, writing, and multi-arts.

Ideally, you are committed to improving your professional and creative capacity and developing your business and marketing skills in an accelerated way, through a practical approach. You also need to be engaged, enthusiastic, and willing to commit to participating in the whole program. That means all the in-person workshops and in-between meetings.

We actively encourage applications from people of culturally and linguistically diverse backgrounds, people living with disabilities, people who identify as LGBTQIA+, and people of Aboriginal and Torres Strait Islander descent. We also welcome people of all genders.

CREATIVE PLUS BUSINESS IS A SAFE AND INCLUSIVE SPACE FOR ALL.

WANT MORE INFORMATION?

- You can visit the Creative Plus Business website to find out more about this program, and the other work we do in the creative industries - creativeplusbusiness.com/artseperate
- You can click here to access this brochure and the full program to see what's in store, or visit <https://bit.ly/SA-ARTSELERATE>
- Ready to apply? **[CLICK HERE to access our Expression of Interest](#)** and get your name on that list for Adelaide and the Barossa in 2024!

ARTSELERATE SA has been made possible with a grant from the Office of Small and Family Business and the South Australian Department for Industry, Innovation and Science.



CREATIVE PLUS BUSINESS

If you're a creative practitioner exploring the intersection of art and business, and need some guidance, you're in the right spot.

Creative Plus Business is a social enterprise dedicated to helping creative practitioners and arts professionals to develop their entrepreneurial skills. This includes learning and developing practical abilities in small business, financial literacy, and marketing.

Since we started in 2016, we've helped thousands of individual practitioners and creative organisations to finesse their entrepreneurial nous, overcome challenges, and thrive in business.

Our focus is on providing peer support for practitioners to help them build capacity and self determination for their professional careers.

Our stellar team of experts possess real-world experience when it comes to running a creative business, so we know what it's actually like to carve out a career in the creative industries. We foster self-sufficiency through self-employment and entrepreneurialism.

We're passionate about giving creatives the tools they need to self determine their professional career and become less reliant on external funding. The training we provide builds capacity and increases commercial success within the creative industries, and all our programs are designed to foster self-sufficiency through self-employment.

**Be creative –
Make money –
Love your work!**

www.creativeplusbusiness.com