

CREATIVE PLUS BUSINESS

Planning Services Guide



creative
+ PLUS BUSINESS



PASSION LED US HERE

ABOUT US

ABN: 576 100 109 30
Est: January 1st 2016
Permanent Employees: 7
Consultants: 20 nationwide

At Creative Plus Business, our planning team occupy a rare and special space of being both practicing creative practitioners and qualified business professionals.

We understand the unique issues faced by creative and cultural organisations, particularly at a time of decreased funding opportunities, cost of living pressures, and ever-changing audience trends.

Our team bring empathy, specialist knowledge and a comprehensive approach to the planning process, with the sole aim of helping your organisation achieve its goals.



To contribute to the growth and success of every creative business, no matter what size, no matter what industry.

Everything we do is designed to help creatives feel more confident and comfortable about the entrepreneurial aspects of their creative practice. We share practical knowledge designed to foster self-sufficiency through entrepreneurialism.

We believe that a bit of fun, tempered with a kind heart and a big dose of professionalism, is the key to helping creative people understand the boring basics of business.

OUR VISION + MISSION



OUR STRATEGY + PLANNING SERVICES

creativeplusbusiness.com

- ✓ Document + Program Review
- ✓ Stakeholder Engagement
- ✓ Charrettes + Intensives
- ✓ Strategic + Business Plans
- ✓ Facilitated Plan Days
- ✓ Marketing Plans

IN-PERSON FACILITATION

As creatives and business people, we speak the language of your funding bodies or decision makers but know how to keep things engaging. Whether we're working with a room full of creatives, a team of arts workers, or a meeting of executives, we bring a bit of fun and irreverence to our in-person planning, while keeping our eye on achieving your desired outcome.



IN-PERSON FACILITATION

PLAN DAY

We will facilitate a full or half day of strategic brainstorming around ideas, strategies and directions for your creative business or arts organisation. This is an ideal option for individuals or groups who are seeking an intensive planning session to help create a business or strategic plan, marketing strategy, or a creative map for a long-term project – the goal is up to you.

CHARRETTES

This intensive and formulaic approach to problem solving and design thinking is the ideal methodology for engaging with a wide range of stakeholders who need to be part of the planning process. We have worked extensively with government, commercial and not-for-profit groups to help them use this fast and inclusive framework to work through challenges and reach a shared vision for an idea, plan, strategy or project in as little time as possible.



STAKEHOLDER ENGAGEMENT

All of our planning work starts with listening.

Whether that's interviewing your key team members, surveying employees or clients, or holding feedback workshops with your communities, we take stakeholder engagement seriously. This is often the first step in a larger strategic planning process, and we can incorporate your stakeholder feedback into the plan in a range of ways, from including quotes and statistics, to crafting recommendations, to building entire plans around stakeholder needs.





STAKEHOLDER ENGAGEMENT

STAKEHOLDER INTERVIEWS

Our team interviews the people you know are key to your plan, whether inside or outside your organisation. This can help set the agenda for a plan day, help identify concerns and opportunities, and ensure your key people know they are genuinely involved and heard in what can be a scary time of change.

STAKEHOLDER SURVEYS

Ideal for when you need feedback from large groups, such as employees, clients or community members. We can design, collect and analyse survey data to ensure the work you're doing meets your stakeholders needs.

FEEDBACK WORKSHOPS

Our team can lead groups through draft plans or concepts to gather their input and ideas and help identify any gaps. This is a great method for small but strategically important groups of stakeholders whose input and buy-in is vital to the success of the project.

PLANNING + REVIEW

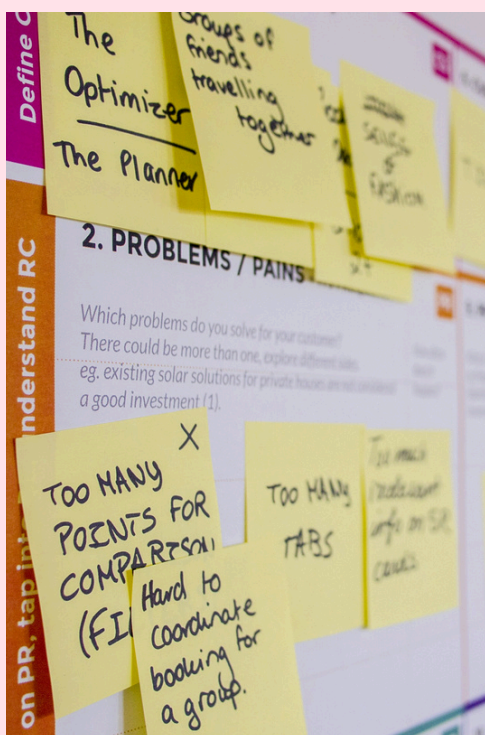
Our team are strategy specialists, and love helping organisations develop big-picture strategies and business plans to guide organisations. We begin our process spending time to understand your desired outcome, before using our creative industries knowledge, a review of your internal documents, the results of any planning day or stakeholder engagement activities, and a suite of analytic tools, to craft an individually tailored plan for your organisation. Whether you need to diversify revenue, restructure the organisation, inspire your team, refresh your vision and mission, or just set your organisation's overall agenda, we will deliver a comprehensive written plan to help you.





STRATEGIC PLANS

Our team are strategy specialists, and love helping organisations develop big-picture strategies to guide organisations. We begin our process spending time to understand your desired outcome, before using our creative industries knowledge, a review of your internal documents, the results of any planning day or stakeholder engagement activities, and a suite of analytic tools, to craft an individually tailored plan for your organisation. Whether you need to diversify revenue, restructure the organisation, inspire your team, refresh your vision and mission, or just set your organisation's overall agenda, we will deliver a comprehensive written plan to help you.



BUSINESS PLANS

Our business plans are practical, goal-focused and action-oriented to help with the day-to-day operations of your organisation. Our business plans can be used to support funding applications or investment pitches and cover the sections of a traditional business plan that are relevant to your needs, including administration and management, structural issues, financial records and budgets, and business development, including basic marketing. Your final plan will include a detailed action plan to help you achieve your agreed goals.

MARKETING PLANS

You might know your product, but how well do you know your customer? We can help you identify your target audience, marketing channels and messages, and ensure your message is consistent across all channels and is aligned to your brand, strategy, or campaign.

We will then craft a practical, action-based marketing plan, including measurements for success, that you can implement.



DOCUMENT + PROGRAM REVIEW

We can review your existing or planned creative programs or documents. This includes speaking with key stakeholders, auditing all existing materials, benchmarking against others in the sector, and making a comprehensive set of recommendations and an action plan for next steps. This service is ideal for local government and service-based organisations looking to evaluate the effectiveness and efficiency of programs or gauge stakeholder sentiment about future projects.



PROCESS + PRICING

As with all things creative, there are a number of variables that affect the process and price of each planning project. Rather than offer a one-size-fits-all model, we work with you to tailor the project to meet your preferred style of working, how hands on (or not!) you want to be on the project, your timeline, and your desired outcomes.

On the following pages are some examples of how a project may unfold, and a price estimate for each project. Please remember these are ballpark estimates only, and the approach and price for your project will be tailored specifically for your needs.



As a social enterprise ourselves, we offer a 20% discount on planning services to Incorporated Associations and individual artists.

PLAN DAY

We support you to write your own plan by facilitating a plan day with you and your team. You take the outcomes of the plan day and turn them into a plan.

01

We work with you to understand the purpose of your plan - how will it be used and why?

02

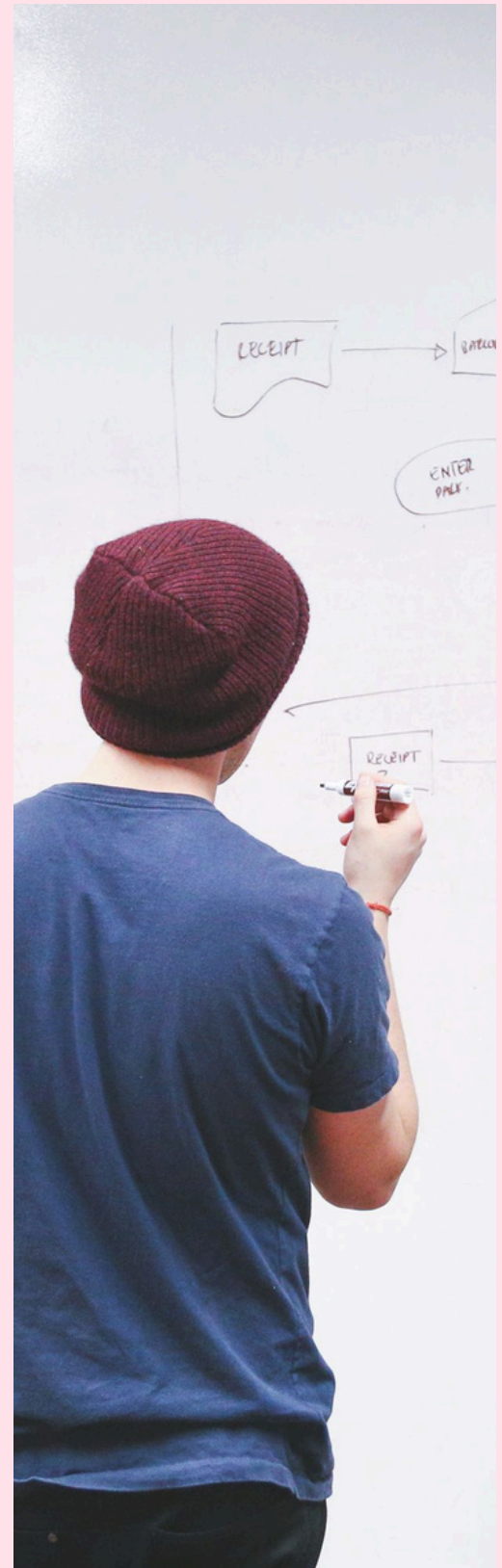
We work with you to create an agreed agenda for the planning day to ensure we address all your needs.

03

We facilitate a full day of brainstorming, analysis and planning with your team, to give you all the information and ideas you need to write your plan.

PRICE ESTIMATE

\$5,000 + GST





PROGRAM REVIEW

You have been running a creative program for several years, and ask us to evaluate its effectiveness and make recommendations for the future.

The process:

- 01 Work with you to understand your desired outcomes, develop a project plan and create a list of stakeholders for interviews and surveys.
- 02 Conduct the stakeholder interviews and/or surveys.
- 03 Carry out the research and materials audits we need to complete the project.
- 04 Bring all the information together to create a draft report for your review.
- 05 Incorporate your feedback and create a finished report that includes analysis, review and recommendations.

PRICE ESTIMATE \$10,000 + GST

COMPREHENSIVE STRATEGIC PLAN



You ask us to work with your Board and Executive to develop a comprehensive plan for the next three years. The process:

- 01 We interview you and your team about the purpose and desired outcomes of your plan.
- 02 We conduct any stakeholder consultation required, such as staff surveys or client interviews.
- 03 We carry out the research and materials audits we need to complete the project.
- 04 We facilitate a plan day with you and your team full of brainstorming and analysis for your organisation.
- 05 We bring all the information together to create a draft report for your review.
- 06 We incorporate your feedback and create the finished report.

PRICE ESTIMATE: \$15,000 - \$20,000 + GST



CHARRETTE FOR COMMUNITY ENGAGEMENT

You have a proposal for a new creative project at the local community level, and need comprehensive community engagement before final decisions can be made. You ask us to facilitate a Charrette and deliver a written plan of recommendations to help guide your decision making. The process:

- 01** we work with you to create a project plan, timeline, list of stakeholders for interviews and surveys, and a list of deliverables.
- 02** We conduct preliminary interviews and surveys with key stakeholders identified at stage 1, using a standardised set of questions.
- 03** We carry out the necessary research and materials audit to prepare for both the Charette and final report.
- 04** We facilitate the Charette with your identified stakeholders to arrive at a shared vision for your proposal.
- 05** We bring together all findings to create a draft of your report for your review and feedback.
- 06** We incorporate your feedback and create the final report.

PRICE ESTIMATE: \$25,000 - \$30,000 + GST

CASE STUDY: CANTERBURY- BANKSTOWN COUNCIL



Launched in 2002, the Talent Advancement Program (TAP) presented by Canterbury-Bankstown Council was in its 21st year. The TAP identifies, nurtures, and promotes young vocalists from within our local schools. Creative Plus Business was engaged to write a Business Case for the project to help configure its future in a changing environment.

We facilitated individual and group discussions with key stakeholders, analysed available data and conducted a desk review of the available relevant materials, delivered a community survey with analysed results, and prepared a detailed, comprehensive draft report to Council. After feedback, we created a final version of the Business Case and presented our findings to Council in July 2023.

CASE STUDY: ANTENNA



In 2022 the Board of Antenna Documentary Institute Limited requested that Creative Plus Business provide a strategic plan for the next three years of operation. The organisation has reached a critical stage in its governance and operations, after more than a decade of producing the renowned annual Antenna Documentary Film Festival, and needed our support.

We built on excellent previous plans that focussed on the aims and objectives for the organisation with a focus on longer term planning and growth. We supplemented this with governance and operational guidelines and the creation of a 12 month Action Plan that included namely marketing, partnerships and engagement, and revenue generation.

Our methodology included reviewing all existing materials, conducting research, meetings with the Board and a guided PLAN day, key stakeholder interviews, writing a first draft and subsequent draft after consultation, and the creation of a final plan. We then converted the actionable elements on the plan into a goal matrix and action plan, to be implemented to a timeline by the Board and staff.

CASE STUDY: SYDNEY TRAINS AND BLAYNEY SHIRE COUNCIL



In late 2019 Blayney Shire Council engaged Creative Plus Business as consultants to create a finished business plan for the Platform project, a disused railway station in the town of Blayney that is owned by Sydney Trains. The aim was to turn the buildings and grounds into community arts space.

We approached the business planning process from multiple angles. We interviewed ten key individuals from the region, including Mayor Scott Ferguson, and conducted two community surveys online. We then facilitated a charrette workshop with twenty participants, and examined the challenges of purpose, funding, governance, risk management, and engagement. Finally, we completed the plan after extensive additional research and financial modelling.

The process served to inspire enthusiastic engagement from the local community, and Council has successfully used the business case to support grant and funding applications. The Blayney Arts Hub was delayed by the Covid-19 pandemic, but successfully opened in August 2021.



TESTIMONIALS

Campbelltown Arts Centre

“Thank you for your brilliant work with us on our strategic planning days. We had some great discussions that brought out some really good ideas. It was great working with the Creative Plus Business team, and we would happily do it again in the future.”

Bronwyn Papantonio , Grants and Development Officer
Campbelltown Arts Centre

Settlement Services International

“Some of the highlights working with Creative Plus Business was the level of expertise and comprehensive approach into our new devised project. Monica Davidson and her team have great knowledge and was quite versatile in navigating barriers around language, culture and the intrinsic environment of the Arts sector in Australia.”

Laura Luna, Arts and Culture Manager
Settlement Services International

Antenna Film Festival

“Huge thanks for crafting a solid plan for Antenna. We’re all set and excited to bring it to life...We truly appreciate your flexibility and understanding. Thanks again for all of the guidance from you and your team.”

Kirk Marcolina, Acting Chair
Antenna Documentary Institute Limited

MEET THE TEAM



Founder + Doyenne

Monica Davidson

Monica (she/her) began her professional life as a filmmaker and writer. Her experience highlighted how unprepared creative people can be for the realities of running a small business, and in 2015 she formed Creative Plus Business to help bridge this gap. Monica holds a Master of Screen Arts and Business, and was Australia's first Creative Industries Business Advisor.



MEET THE TEAM



Head of Strategy KB Heylen

KB (they/them) has had a varied career spanning arts management, economic development and communications. They founded Platform Gallery, a successful commercial feminist art gallery in the Blue Mountains, and was Australia's first Creative Industries Cluster Manager, as well as a burlesque performer. KB holds a Master of Research and a Master of Commerce, and is currently completing their PhD on the regulation of financial technology.



Our team of Experts

Head of Operations: Wendi Lanham
Head of Education: Jillian D'Ercole
Head of Marketing: Robbi James
Education Coordinator: Fiona Pulford
Receptionist: Jamie Livingstone

We work with a team of 20 consultants around Australia who each have the rare combination of practical business knowledge and skills coupled with the lived experience of working in the arts.



FAQS

Who will run my plan day or write my plan?

A member of our planning team, all of whom have business qualifications and are trained facilitators. You can view all our team profiles on our website.

Can I request to work with a specific person?

Yes of course! If they're available you can definitely work with your preferred consultant.

Can we use your plan for our funding application?

We can certainly tailor your plan to your funding requirements - but it's always best to write each application fresh, rather than cut and paste.

Who will manage our project?

Our Head of Strategy will be your main point person. You may also work with them on your plan/plan day, or with one of our other consultants.

What if I need something different to your examples listed above?

We always tailor our services to fit your exact needs - no two plans or plan days are the same! Get in touch to chat about how we can help you.

LET'S GET STARTED!

We look forward to helping you bring your plans to life! Please reach out to discuss how we can best help your organisation meet its goals

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