

CREATIVE PLUS BUSINESS

SOCIAL ENTERPRISE FOR SCREEN

2025 MASTERCLASS PROGRAM

PROGRAM OVERVIEW



creative
+ PLUS BUSINESS

screenrights

WELCOME

Social Enterprise for Screen is a national masterclass program designed to empower under-represented filmmakers who want to use the power of screen to make the world a better place.

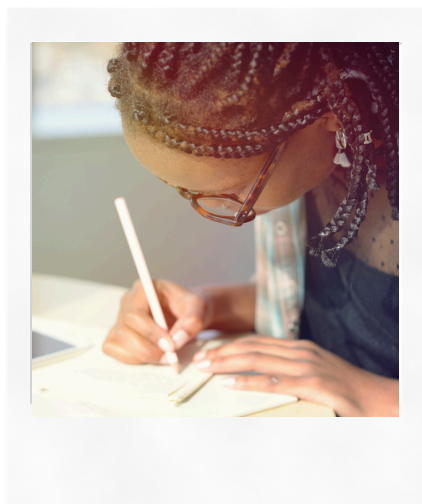
Over this rigorous thirteen week online program you will be equipped with the skills and knowledge required to build a sustainable screen organisation that can also contribute to positive social change, using the organisational model of social entrepreneurship.

Social Enterprise for Screen has been created and tailored for participants who are from under-represented sectors of screen industry leadership, including:

- First Nations filmmakers
- People of Colour
- Culturally and Linguistically Diverse filmmakers
- Women and Gender-Fluid People
- The LGBTQIA+ community
- Regional and Remote filmmakers, and
- People Living with Disability.

To get the most from this program you will have some experience in the screen industry, preferably with some freelance work behind you, and the ambition to build a business that has a specific focus on creating work that supports positive social impact and disrupts the traditional models of film production. You might be a solo practitioner, a partnership, or part of a small team.

The program is delivered by Creative Plus Business, a national social enterprise dedicated to advancing the business skills and entrepreneurialism of creative practitioners. It has been designed by the company's Doyenne and founder, Monica Davidson, who brings over thirty years of screen industry and social enterprise experience to the project.



PROGRAM OUTCOMES

Social Enterprise for Screen equips filmmakers and game makers with the knowledge and skills to build successful businesses that align with their values. As a participant, you will explore how to integrate social impact into both a screen business model that suits your goals, and the work that you create for audiences.

Through collaborative tutorials, guest speakers, mentoring from industry professionals, practical activities and presentations, you will develop a comprehensive understanding of social enterprise and create a roadmap for your own impactful screen ventures. On the way you will also connect with a supportive community of change-makers, empowering you to build collaborative networks and drive positive change through your craft.

By being a part of Social Enterprise for Screen, you will:

- Gain a comprehensive understanding of social enterprise and how you can use the model in screen production to support positive change both on- and off-screen.
- Workshop ideas with other participants, in a safe and confidential environment, about how to create compelling narratives that showcase social enterprise stories.
- Learn from guest speakers working and succeeding in screen and social enterprise.
- Build a network of like-minded individuals committed to social change through film.
- Receive 2 x 1 hour mentoring sessions with an experienced advisor.
- Participate in the “Buddy Pod” program, and actively provide guided peer support for other participants in the cohort.
- Complete a short draft of social enterprise strategic business plan.
- Create a 2 minute pitch video for your own business or screen project, which you can also use for future financing or marketing purposes.

Social Enterprise for Screen will give you the ingredients you need to create your own recipe for an impactful screen business that helps you to make change in the world.



SESSION 1:

INTRODUCTIONS

Date: Thur 15 May 2025
Time: 6:00 - 8:30pm AEST
Facilitator: Monica Davidson

SESSION OVERVIEW

WELCOME: An overview of the whole program and main outcomes, including:

- The Buddy Program
- Expert Mentoring
- Strategic Business Plan
- Pitch Video and Presentation.

SAFE SPACE: Creation of the collaborative Safe Space House Rules and confirm confidentiality.

INTRODUCTIONS: Participants to introduce themselves to the group.

GETTING STARTED:

- What is Social Enterprise? A discussion of the core principles, definitions and guidelines.
- The three main types for certification: employment-generating, community need, profit redistribution.
- The core values of social enterprise: social impact, innovation, sustainability, ethical practices.
- An explanation of “social costs”.
- The Business Basics: Ensuring your ABN and Entity are structurally sound.

ACTIVITIES

IS YOUR BUSINESS READY?

As a group, we'll work through the beginnings of business and ensure that your house is in order, to prepare for possible certification. That includes discussing and understanding:

- Your current ABN, and possibly a business name.
- Governing legal documents such as a constitution.
- Financial data including recent profit/loss statements and balance sheets, or a financial report.
- A business plan.
- Impact indicators and social costs.
- Other supporting documents including marketing materials.

HOMEWORK

SOCIAL IMPACT CINEMA:

These are screen projects (including games) that aim to create meaningful social change beyond entertainment. These projects often address important social and environmental issues, aiming to raise awareness, spark dialogue, and inspire action in their audience.

- What are your favourite examples of Social Impact Cinema? Bring your suggestions to the next session.
- If you don't have any, research examples that align to your professional practice.

SESSION 2:

SOCIAL IMPACT CINEMA

Date: Thur 22 May 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guest: Felicity Blake

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Felicity!
- An introduction to the concept of Social Impact Cinema.
- What are the key elements that define a project's social impact?
- An overview of Felicity's recommended viewing list, and why she has chosen these examples.
- Participant recommendations of their favourite examples of social impact cinema, and why they chose.

CASE STUDIES:

- Successful social impact films and their impact.
- Why did their work?

DISCUSSION TIME:

- What are the key ingredients for a film for positive social change?
- What is best practice?
- What are the ethical considerations when depicting social issues on screen?
- What are red flags to avoid?
- How can filmmakers ensure their films are not exploitative or sensationalist?
- How can the social impact of a film be effectively measured?

ACTIVITIES

THE BUDDY PROGRAM:

A central part of the SEFS program is the peer coaching component, known as the Buddy Program.

- Peer coaching is a collaborative process where individuals with similar experiences support each other's professional development through structured dialogue, feedback, and shared learning.
- In this session, participants will learn how to provide coaching for each other as a way of practicing critical skills for the support of peers and community.
- Your Buddy Pods will also be assigned!

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN TEMPLATE:

Using the simple social enterprise strategic business plan your homework this week is to:

- Start working through the template, filling out each section to the best of your ability.
- If you don't know how to do something that's asked of you, get in touch with us and ask the questions so we can help you as soon as possible!
- Get started early to prepare for the next parts of the program.

SESSION 3:

CRAFTING A CAMPAIGN

Date: Thur 29 May 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guest: Felicity Blake

SESSION OVERVIEW

WHAT IS IMPACT PRODUCING?

- An introduction to impact producing for fiction and non-fiction screen work, and games.
- Knowing your Stakeholders - Let's meet the producers, investors, distributors, exhibitors, broadcasters, streaming platforms, and the broader community.
- Who Are the Audience? How do we deepen their engagement with narratives and social change?
- Taking Action - Taking audiences beyond entertainment and encouraging them to take action.
- The steps to crafting - and implementing - a Strategic Impact campaign.

DISCUSSION TIME:

- How can filmmakers secure funding for social impact screen projects?
- What are the challenges of distributing and promoting films with social impact?
- What metrics can be used to assess the impact of a film on audience attitudes and behaviours?
- How can filmmakers use data and feedback to improve their films' social impact?

ACTIVITIES

WHO ARE YOUR AUDIENCE?

In small groups, with resources to help, you'll work with your fellow participants to work out who your audience is, and how you might reach them.

Who are your...

- Producing partners?
- Investors?
- Distributors?
- Exhibitors?
- Broadcasters?
- Streaming platforms?
- Viewing or Gaming Audience?
- Broader community

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN TEMPLATE:

- You can now get started on the Audience and Market sections of your Business Plan Template.

You should also have scheduled your first **Buddy Pod meeting**, and your first **Mentoring Session**.

You should also start making plans for your final **Pitch Video**.

- What do you want to showcase?
- how long will this take you?
- Any initial ideas?

SESSION 4:

MEASURING SOCIAL IMPACT

Date: Thur 5 June 2025
Time: 6:00 - 8:30pm AEST
Facilitator: Monica Davidson
Guest: Georgia Moore

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Georgia!
- An introduction to Culture Counts.

THE BASICS:

- Getting started with research, evaluation and data analysis. How to become data literate?
- What is Social Impact measurement?
- Preparing for evaluation from the beginning of a project.
- Affordable and practical ways to measure impact.
- What are the benefits of audience and stakeholder feedback.
- What are some pitfalls to avoid when measuring social impact?

USING DATA:

- What next? Ways to use data to demonstrate social impact and change for good.
- Using data to connect more deeply with audiences.
- Using data to attract funding

Culture Counts will also provide a toolkit of relevant materials for participants to access post-workshop as they begin their own evaluation journey.

ACTIVITIES

Q+A:

A chance to chat with Georgia about your own businesses and projects, and how to most effectively measure your social impact.

- What are the outcomes that you're looking for?
- What kind of data do you need for your projects and business?
- What are the ethical considerations when measuring social impact?
- What are some emerging trends in social impact measurement, such as the use of technology and big data?
- How will you measure success for your projects and/or business?

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN TEMPLATE:

- You can now get to work on the Data and Measurement sections of your Business Plan Template.

A WEBINAR TO WATCH:

- In preparation for next week, watch to C+B webinar entitled *Cultural Safety for Small Business* and watch Pauline in action!
- [Follow this link to our Crowdcast channel.](#)

How goes the planning for your final **Pitch Video**? Need any help? Ask us!

SESSION 5:

FIRST NATIONS FILMMAKING

Date: Thur 12 June 2025
Time: 6:00 - 8:30pm AEST
Facilitator: Monica Davidson
Guest: Pauline Clague

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Pauline!
- An introduction to the different definitions of First Nations Filmmaking and Indigenous Screen Content.

INDIGENOUS OWNERSHIP:

- Indigenous Cultural and Intellectual Property (ICIP)
- “Nothing About Us Without Us”. Authentic representation and respectful portrayal of First Nations cultures and experiences.
- Respect for Indigenous Knowledge Systems and Cultural protocols.
- Key themes and issues of Indigenous screen projects such as sovereignty, cultural identity, and social justice.

DECOLONISATION OF THE SYSTEMS

- Decolonisation of Storytelling and dismantling the narratives.
- Business and social enterprise models for First Nations filmmakers that are both profitable and socially impactful.

ACTIVITIES

CLASS DISCUSSION:

What does decolonisation mean to you in your screen practice?

How could you use some of these ideas in the way you run your business and conduct your screen career?

Let's discuss some successful examples of First Nations filmmakers and media organisations that have successfully integrated social enterprise principles into their work.

What best practices can we adapt from these examples?

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN TEMPLATE:

- You should be halfway through completion of your Business Plan by this stage.

YOUR PITCH VIDEO:

- Have you written your script?
- What problem are you solving?
- What makes your social enterprise valuable and unique?
- What projects will you be creating?
- Who is your audience?
- How will you measure the data?
- What impact do you hope to make?

It needs to be 2 minutes MAXIMUM!

SESSION 6:

BUSINESS FOR SOCIAL CHANGE

Date: Thur 19 June 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guest: Tracey Corbin-Matchett

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Tracey!
- Who is Bus Stops Films? Using filmmaking and the film industry to change community attitudes globally.
- Overview of Inclusion in Action and Bus Stop Employment.

THE BUSINESS MODEL:

- The Business of Advocacy.
- Understanding the political landscape and lobbying.
- Working out what is the brand or expertise - and making it work.
- Building a business through kindness. What does that mean?

QUESTION TIME:

- What are some of the unique challenges and opportunities that Bus Stop face?
- How do you collaborate with other disability-led organisations?
- How do you access funding and resources for your projects?
- How can the screen industry become more inclusive and accessible for people with disabilities?

ACTIVITIES

PUTTING IT IN PRACTICE:

How can we diversify and create impact INSIDE our businesses? We'll workshop some ideas in small groups.

- How will you foster diversity and inclusion among your team?
- How do you ensure that your team feel valued, respected, and have equal opportunities for growth and advancement?
- How do you ensure that your supply chains are ethical and sustainable?
- How will your internal systems and processes reflect your approach to social change?

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN TEMPLATE:

- Include elements from our class discussion in your pitch video and strategic plan if appropriate.

You should also have scheduled your second **Buddy Pod meeting**.

How goes the planning for your final **Pitch Video**?

Need any help? Ask us!

SESSION 7:

DIVERSITY ON AND OFF SCREEN

Date: Thur 26 June 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guest: Screen Diversity and Inclusion Network (SDIN)

SESSION OVERVIEW

INTRODUCTIONS:

- Hello SDIN!
- Introduction to the Screen Diversity and Inclusion Network (SDIN), a network of broadcasters, screen funding agencies, business associations, guilds and industry-aligned education and training organisations who have committed to working together towards an inclusive and diverse screen industry.

WHAT DO WE MEAN BY DIVERSITY?

- Definitions of Diversity.
- Exploring the benefits of inclusive storytelling.

EVERYONE COUNTS:

- Everyone Counts is the first report using data on diversity in the Australian screen industry collected through The Everyone Project.
- This groundbreaking initiative is aiming to capture the diversity of all cast and crew in TV and film in Australia, and identify key groups underrepresented in Australian screen.

ACTIVITIES

PUTTING IT IN PRACTICE:

How can we diversify and create impact OUTSIDE our businesses, through our projects? We'll workshop some ideas in small groups.

- What projects will you create that promote and sustain a more inclusive and diverse screen industry?
- How will you encourage diversity and inclusion of different ideas?
- Who are your audience?
- How do these projects engage with your chosen community?
- How does this connect back to social enterprise?

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN TEMPLATE:

Will you be adding projects to your plan and pitch?

- What screen project will you include in your strategic plan, and your pitch?
- How will you create meaningful social change, beyond entertainment, with these projects?
- What important social, cultural or environmental issues are you addressing?
- How are you aiming to raise awareness, spark dialogue, and inspire action in their audience?

SESSION 8:

SUSTAINABLE SCREEN

Date: Thur 03 July 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guest: Zachary Lurje

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Zach!
- What do we mean by sustainable screen practice?
- The environmental impact of film and television production.

NEW WAYS OF WORKING:

- Exploring sustainable practices across various production stages.
- Fostering collaboration and knowledge sharing within the Australian screen industry.
- What are some best practice examples of sustainable screen practice?

A PRACTICAL APPROACH:

- Ways that a screen business can contribute to positive social and environmental change?
- Considering communities, and partnering with environmental organisations?
- Ways of measuring the environmental impact of your screen business and projects.
- Practical strategies to implement sustainability measures in screen projects - both big and small.

ACTIVITIES

PUTTING IT IN PRACTICE:

What sustainability practices will you include in your enterprise? Consider:

- Energy Efficiency:
- Reduce, Reuse, Recycle
- Sets and Props
- Travel and Transportation
- Waste Reduction
- Sustainable Sourcing

What environmental themes and stories can you bring into your screen projects?

How can you raise awareness about environmental issues and inspire audiences to take action?

HOMEWORK

A WEBINAR TO WATCH:

- To consolidate this week, watch the C+B webinar entitled *Creative Sustainability* and see Zach in action with Julian Dibley-Hall from Sustainable Theatres Australia, and Maria Pia Mosquera, artist and activist.
- **[Follow this link to our Crowdcast channel.](#)**

How goes the planning for your final **Pitch Video** and **Strategic Plan**? Book your second mentoring session now to discuss your progress and get any support and advice you might need.

SESSION 9

WELLBEING AND SCREEN

Date: Thur 10 July 2025
Time: 6:00 - 8:30pm AEST
Facilitator: Monica Davidson
Guest: Ben Steel

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Ben!
- An introduction to Screen Well, and the reasons behind it.

WELLBEING AT THE HEART:

- Having a conversation and raising awareness about the unique challenges to wellbeing in the screen industry.
- Fostering a supportive and open environment for discussing wellbeing concerns.
- A conversation - who has struggled with their wellbeing in this industry?

A PRACTICAL APPROACH:

- How do we develop skills for managing stress and maintaining work-life balance?
- how do we help others do the same?
- A conversation about how to introduce strategies to promote mental and physical wellbeing for filmmakers.

RESOURCE SHARING:

- What resources exist to help screen practitioners out wellbeing first?

ACTIVITIES

WELLBEING AT THE HEART:

Think about the wellbeing of everyone involved in your business and your projects. Let's have a conversation and keep it safe and confidential.

- What wellbeing and care practices will you include in your enterprise?
- How will you ensure that these practices are maintained?

What "out of the box" methods can you think of to ensure that wellbeing is at the heart of everything you do?

Will you included these in your plan?

HOMEWORK

PITCH VIDEO:

Your videos and strategic plans are due soon. Here are some challenge questions for you.

- Is your social enterprise purpose clearly articulated in a way that other people can understand?
- What impact are you hoping to make? Why have you chosen this?
- How are you going to measure that impact in a transparent way?
- Who are you helping? How?
- Why should anyone care?

These are tough questions, but think it through now while you have time!

SESSION 10

SOCIAL ENTERPRISE CERTIFICATION

Date: Thur 17 July 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guest: Georgina Cohen

SESSION OVERVIEW

INTRODUCTIONS:

- Hello Georgina!
- An introduction to Social Traders.

THE BASICS:

- What is social enterprise certification? A look at the benefits of certification, and some of the challenges.
- A deep dive into the process, including all the paperwork and measurement criteria.

PROCUREMENT

- An explanation of social enterprise procurement, and why this stream of income could be helpful?

THE FUTURE

- What is the future for policies that support social enterprise in Australia?
- What are some recommendations and advice for helping a social enterprise to grow and succeed?

ADDITIONAL RESOURCES

- More information from Justice Connect and the Australian Charities and Not-for-profits Commission.

ACTIVITIES

TROUBLESHOOTING TIME:

Your Strategic Plans and Pitch Video are due on Thursday 31st July.

This is a whole group conversation about any challenges, problems, pitfalls or issues that you might be having.

It's also the time to ask questions, and allay any nervousness about the process.

We can also discuss who the guest panellists will be, and what the next steps are after completion of the masterclass program.

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN - draft complete:

Your draft should be finished, and discussed with your Buddy Pod and in your second Mentor meeting.

PITCH VIDEO - draft complete:

Your video should be written, and perhaps even shot. If you have a draft of the script ready to present, or a rough edit, share it with your Buddy Pod. You can only discuss edits with your Mentor in a session, no advice will be given outside of the 2 x 1 hour meetings. Make the most of it!

SESSION 11

BRINGING IT ALL TOGETHER

Date: Thur 24 July 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

SESSION OVERVIEW

THE FINAL STEPS:

- Synthesising key learnings from the program – where are we at?
- A confirmation of goals, objectives and action plans. What's next?

PURPOSE AND VALUES

- Purpose not Mission - how to explain why your enterprise exists and its impact aspiration.
- Understanding and communicating your non-negotiables values and the House Rules that accompany them.

MONEY TIME

- Financing with Social Enterprise – Where to go for the money.
- Traditional Funding Sources.
- Impact Investing and the future of funding.
- Crowdfunding and Philanthropy.
- Income Generation and the commercial sector.

GETTING YOUR HOUSE IN ORDER

- Ensuring your internal financial systems and enterprise structure are ready for the money.
- Are your financials ready for certification?
- Where to go for more help and resources.

ACTIVITIES

VALUES EXERCISE:

In small groups, you'll discuss one of your core values, and the house rule that accompanies it.

Are you going to craft a Values Statement to include in your plan?

FINAL CHANCE TO CHAT:

This is our last session before the break, and the due date of your strategic plan and video pitch, so this is also your final chance to ask questions and check in with each other and Monica.

REMEMBER! There is no face-to-face session next week.

HOMEWORK

SOCIAL ENTERPRISE STRATEGIC PLAN - final version:

Upload the version you wish to share with the panellists by 6pm on Thursday 31st July 2025.

VIDEO PITCH - final version:

Upload the version you wish to share with the panellists by 6pm on Thursday 31st July 2025.

No extensions will be given beyond this date and time, so plan your schedule carefully and get help if you need it!

SESSION 12

FINAL PRESENTATIONS

Date: Thur 7 August 2025

Time: 6:00 - 8:30pm AEST

Facilitator: Monica Davidson

Guests: Wendi Lanham, Robbi James,
Rosie Lourde

SESSION OVERVIEW

VIDEO PRESENTATIONS:

Each participant or team will screen their 2 minute pitch video.

The videos will then be assessed by our guest panellists, who will focus on:

- Is the purpose of the enterprise clearly and concisely communicated?
- Is there a strong and compelling vision for the future?
- Is the problem the enterprise aims to address well-defined and supported with evidence or data?
- Is the proposed solution innovative, feasible, and clearly articulated?
- Does it offer a unique value proposition to audiences, investors, funders and the community?
- How will the enterprise create positive impact? How will this be measured?
- Is the business model financially viable and sustainable?
- Does the video tell a compelling story that resonates with audience?
- Does the video leave a lasting impression and inspire viewers to support the enterprise?

Participants can also ask questions and offer feedback if requested.

ACTIVITIES

There are no additional activities this week. However, this is a reminder:

- We will listen to each other's feedback and perspectives with empathy and respect.
- We will offer constructive criticism, if asked, that is specific, actionable, and focused on the work, not the individual.
- We will maintain confidentiality and respect the privacy of our peers.
- We will maintain a respectful safe space for the comfortable sharing of thoughts and feelings.
- We will support each other's creative journeys and celebrate each other's successes.

HOMEWORK

That's all folks!

We encourage you to stay in touch with your Buddy Pods.

Reach out to your Guest Speakers, facilitator and Panellists on LinkedIn, and stay in touch.

Keep working on your social enterprises - they will be amazing!

Spread the word about this program, and help us to acquit our grant by completing a survey and interview at the conclusion of the masterclasses.

WHAT IS THE TIME INVESTMENT?

Social Enterprise for Screen is a rigorous program that will require commitment.

Each weekly session will be 2.5 hours of face-to-face commitment, online. You will be expected to attend every session.

Between sessions, you will be required to commit to an average minimum of 5 hours per week to complete homework tasks, meet with your Buddy Pod and Mentor, and complete the Strategic Plan draft, and Pitch Video for presentation to the group.



WHAT DO YOU MEAN BY 'HOMEWORK'?

Social Enterprise for Screen is what you make it. The more work you do between sessions, the more benefit you will gain from the program.

Your Pitch Video and Strategic Plan will be submitted, but not formally marked. Your videos will be assessed by the panel, but no written feedback will be given. There is no qualification for completion of this program. It's all up to you!

THE BUDDY PROGRAM

A core component of Social Enterprise for Screen is the Buddy Program.

In session 2, you will be assigned at random to a pod with 3 - 4 other participants.

You will also receive training in peer coaching, and how to support each other through the program.

Throughout the 13 weeks of the program, you are expected to meet at least twice with your Buddy Pod, online, at a time that suits you all best. Each session will last for app 90 minutes.

The Buddy Program has been proven to have a lasting effect on participants, allowing them to develop critical coaching skills, build their networks, and create genuine professional relationships that can last beyond the conclusion of the program.

MENTOR MEETINGS

You will meet twice with a professional mentor to help you consolidate your learning and create your Strategic Plan and Pitch Video. Each session will last for an hour, and be conducted online.

Mentoring sessions will be private and confidential spaces to ask questions, brainstorm ideas and get the support you might need to complete the program.

It is possible that your Mentor might also be an assessor for the final videos, or one of our Guest Speaker. This will have no bearing on the outcomes or their assessment of your final works.

Our Mentors are all experienced screen professionals with a background in social impact and a passion for supporting other filmmakers.



THE LEAD: MONICA DAVIDSON



Monica Davidson is an award-winning expert on the creative industries, who has infamously never had a 'proper job'.

Monica began her creative life as a freelance journalist, performer and filmmaker before starting a production company in the early 1990s. Her experience highlighted how unprepared creative people can be for a life of entrepreneurship. As she learned the basics, Monica started offering informal advice and running workshops to help other creatives with their freelance work. As her expertise grew she continued to work with creative practitioners, and more than 25 years later Monica is a renowned and award-winning expert in the fields of freelancing, creative industries and arts entrepreneurship. Through her social enterprise Creative Plus Business Group, Monica helps creatives at all stages of their careers to improve their business skills.

Monica runs workshops and masterclasses, delivers keynotes and webinars, and regularly provides her expertise to panel discussions and the media. She is a guest lecturer on creative entrepreneurialism at various prestigious institutions including AFTRS and NIDA. Her educational focus is on increasing self-efficacy for creative practitioners, and through Creative Plus Business she and the team have created arts business training, professional development and mentoring programs for a wide range of creative clients. The Creative Plus Business programs focus on goal setting, business and strategic planning, financial literacy, marketing – and having fun.

Monica wrote the Australian version of *Freelancing for Dummies* in 2008, and was appointed as Australia's first Creative Industries Business Advisor by the NSW Small Business Commissioner in 2013. The following year she completed her Masters in Screen Arts and Business at AFTRS. In 2014 Monica was named as one of the Westpac/Australian Financial Review 100 Women of Influence for her work in the creative industries, and in 2019 Monica was awarded the inaugural Creative Trailblazer Award at the QUT Creative Enterprise Australia awards, recognition for "an individual who creates enterprises and opportunities and who advocates, mentors, educates and advises within Australia's creative economy." In 2020 Monica was a recipient of the prestigious AMP Tomorrow Fund award to help develop more programs to assist creative start-ups.

Monica continues to juggle her creative practice with her business. She is passionate about movies (making them and watching them), and her feature documentary film *Handbag* was released on LGBTQ+ streaming service OUTtv and Amazon Prime in North America and the UK in 2021, and on SBS Viceland in 2023. She also enjoys hanging out with her boisterous family of creative practitioners, playing with her labrador Coco, and champagne (the good stuff).

GUEST SPEAKERS



FELICITY BLAKE | THE DOVE MEDIA

Felicity Blake is a documentarian, field producer and social impact campaign strategist. She established The Dove Media in 2007 and has excelled internationally with her work. She has contributed to a diverse range of TV programs and documentary feature films, as well as sustaining a parallel career in event production, having served on the executive team of the Supanova Pop Culture Expo for 13 years and now producing medal ceremonies at major events like the Olympic Games, Paralympics and Special Olympics. Felicity is a keen supporter of social enterprise business approaches, and is an ambassador for Bhutan's Centre for Gross National Happiness.



TRACEY CORBIN-MATCHETT OAM | BUS STOP FILMS

Tracey is a proud hard of hearing woman with a passion for kindness, advocacy and inclusion. As CEO of Bus Stop Films she is advocating for greater representation of people with disability in the screen industry. Her 30-year career has crossed social housing, women's domestic violence services, and working in policy, advocacy and marketing roles with a number of screen industry services including Screen NSW and Women in Film and TV (WIFT) NSW. Tracey is an Includeability Ambassador on disability employment to the Australian Human Rights Commission, a member of the Screen Australia Gender Matters Taskforce, a Director of Northcott and Northcott Innovation and was a Director of Deaf Sports Australia for 8 years.



PAULINE CLAGUE | WINDA FILM FESTIVAL / UTS

Pauline is a Yaegl woman from North Coast NSW. She has worked as a storyteller and producer in film and TV for 25 years. She is the founder and Artistic Director of Winda Film Festival in Sydney, a programmer for imagineNATIVE media +arts festival in Toronto, Canada, and co-creator of NativeSlam a 72 hour Indigenous film challenge held at Maoriland Film Festival in Otaki, New Zealand. She is internationally recognised for her work with Indigenous companies and film makers. In 2015 Pauline was awarded the prestigious Stanley Hayes Award for contribution to Australian Documentaries. Pauline is currently Associate Professor, Manager of Cultural Resilience Hub, as part of the Jumbunna Institute at the University of Technology Sydney.



GEORGINA COHEN | SOCIAL TRADERS HEAD OF CERTIFICATION

Georgina Cohen leads the certification team at Social Traders, who work to support the growth of the social enterprise movement. Prior to joining Social Traders, Georgina worked in diverse roles in operations and project management across both the corporate and for purpose sectors. Social Traders are an NFP who have been operating for over 15 years, with a vision to create a thriving social enterprise sector that significantly contributes to a more inclusive and equitable Australia. We do this through certifying and supporting social enterprises, working with business and government to integrate social enterprises, and advocating for policy that supports the sector.



WENDI LANHAM | CREATIVE PLUS BUSINESS

Wendi Lanham is Creative Plus Business' Head of Operations, and the wonder woman behind the C+B wheel who runs the whole show. She started her career as a model and actor, then combined her craft with a Diploma of Business Management and a Bachelor of Performance, developing her expertise in business models and systems, change management, financial management, and human relations. She continues to work as an actor, model and presenter, and is passionate about inclusivity and diversity in the creative industries.

GUEST SPEAKERS



GEORGIA MOORE | CULTURE COUNTS

Culture Counts is a unique evaluation software platform, supporting organisations to capture, analyse and report their impact. As a founder of Culture Counts, Georgia has helped hundreds of cultural, community and government organisations to measure and demonstrate value. Living and working across Australia has built her knowledge base and ability to solve complex problems. Georgia has previously worked in urban economic consulting, and research and policy development for government. Georgia has Bachelors of Economics and Arts from the University of Western Australia.



ROBBI JAMES | CREATIVE PLUS BUSINESS

Robbi is a producer, theatre maker, and marketing pro who has built a portfolio career across media, business and brand development, public relations, event production, and project management. Before joining the Creative Plus Business leadership team he led national touring company Critical Stages Touring, and co-founded the highly successful Rogue Projects production company. He is currently also the producer of Salon, the NSW arts market and conference for theatre in NSW/ACT. Since returning to the creative industries in 2017 Robbi has led marketing and engagement activities for over fifty productions, festivals, and sector initiatives nationally.



ROSIE LOURDE | DIRECTOR / PRODUCER / CHAIR OF GENDER MATTERS TASKFORCE

Rosie Lourde, a filmmaker with experience across various roles, formats, and genres, is known for her feature directorial debut *Romance on the Menu*, which was nominated for an Australian Director's Guild Award; the CanneSeries-screened *Dashcam*; and the digital series *Starting From Now*, which achieved over 250M views. Rosie was the Executive Producer of *White Fever* (ABC), and is currently Executive Producer of young adult sports docu-series, *Young Bloods*. As an actor, Rosie features in ABC's *Total Control* S3; Paramount+ series *One Night*; and ABC's *House of Gods*. Rosie was an Investment Manager for Screen Australia's Online Production fund; Co-Vice President of Women in Film and Television Australia (NSW); and is currently Chair of the Screen Australia Gender Matters Taskforce.



ZACHARY LURJE | COSMO CREATIVE / SUSTAINABLE SCREENS AUSTRALIA

Zachary is a sustainability consultant for the screen industry. A qualified environmental auditor, Zac is proficient in multiple carbon calculation tools that help productions reduce upstream and downstream emissions across all scopes. He has developed resources and delivered carbon calculation training in his role as a Learning Designer at Sustainable Screens Australia. He completed the Sustainable Production for Entertainment Certification (SPEC) as part of the Amazon MGM Ascend training program in 2024. Recent credits include: *Deadloch* S2, *Rock Island Mysteries* S2 and S3, and *Mortal Kombat 2*. Through his business, he developed strategy and trained sustainability crew on *Neighbours* S39, Rae Choi's short *Some Kind of Blue*, *Darby and Joan* S2, and *Heartbreak High* S3. He lives in Magan-djin / Brisbane.



BEN STEEL | SCREEN WELL

Ben is the founder and director of Screen Well, and organisation that works with individuals, educators, businesses and industry to improve the mental health outcomes of the Australian screen industry through industry guides and reports, training, research, and advocacy. Ben has worked in the film and television industry for almost 40 years, starting out as a child actor but also in numerous behind-the-scenes roles as well such as production runner, best boy, grip, first assistant director, writer, director, and producer. Ben's work at Screen Well was inspired by his career in the screen industry and his lived experience of managing his mental health alongside a successful career.



CREATIVE PLUS BUSINESS

Meet the team behind **Social Enterprise for Screen**



Creative Plus Business is a national social enterprise dedicated to helping creative practitioners and arts professionals develop their entrepreneurial skills.

This includes learning and developing practical abilities in small business, financial literacy, planning, strategy, 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