

# ARTSELERATE SOUTH AUSTRALIA

CREATIVE BUSINESS TOOLKIT

**2025 PROGRAM BROCHURE**





# WELCOME TO ARTSELERATE SA

ARTSELERATE SA is a unique program specifically for creative practitioners and arts professionals that combines all the benefits of a business incubator, start-up accelerator, creative collaboration and networking opportunity. The outcome is a fast and practical approach to business and strategic planning for creatives making their own work.

ARTSELERATE SA helps participants devise practical goals for their businesses and creative careers, with realistic 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** (3 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\***

\*SUBSIDY/SPONSORSHIP AVAILABLE



# CREATIVE PLUS BUSINESS

**If you're a creative practitioner exploring the intersection of art and business, and need some guidance, we're the team you've been looking for.**

Creative Plus Business is a 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](http://www.creativeplusbusiness.com)**