

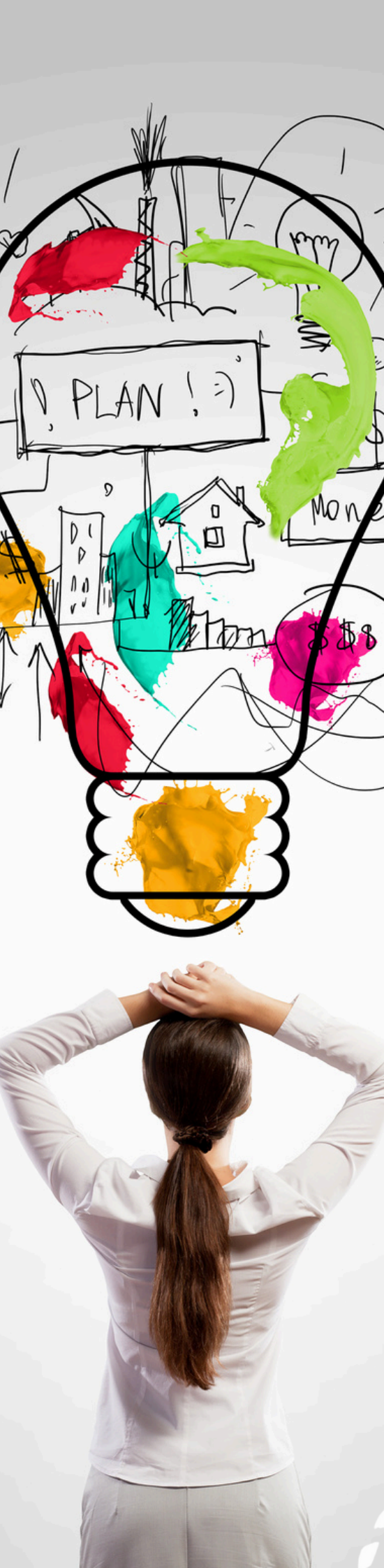
creative
+ PLUS BUSINESS

ARTSELERATE SOUTH AUSTRALIA

CREATIVE BUSINESS TOOLKIT

2025 ONLINE PROGRAM





Welcome to the **ARTSELERATE SA ONLINE PROGRAM**

ARTSELERATE SA is a unique program specifically designed to help South Australian creatives build their small businesses. The in-person events have been a series of intensive incubators designed to help participants devise practical goals for their businesses and creative careers, and create a local community of practitioners.

ARTSELERATE SA ONLINE is a series of 24 recorded workshops and webinars covering a range of topics related to business, money, marketing and wellbeing, specifically for creatives. It enhances the learning of the in-person events, and provides an accessible introduction to creative business for practitioners at any stage of their creative career or small arts business.

WHAT TO EXPECT:

- **24 accessible online recordings of workshops and webinars**, arranged into four topic areas of Business, Money, Marketing and Wellbeing.
- **Interviews and presentations from creative business experts**, across a wide range of industries and levels of experience.
- Ongoing access to a wide range of additional **free webinars** on the topics of creative business, professional development, financial literacy and marketing.
- 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.
- Access to the private **Artselerate Facebook Group**, where you can continue to connect with fellow online learners and previous ARTSELERATE SA alumni.

THE COST? FREE!

SECTION 1: BUSINESS

VIDEO CONTENT OVERVIEW

Business 1: GETTING STARTED

An overview of how to get (or check on) an ABN, understanding business structures, registration of business names and licensing obligations. It also includes some tips for simple systems to help you with time and task management, record keeping and more.

Presenter: Monica Davidson

Run Time: 17 minutes

Business 2: THE MONDAY MORNING MEETING (MMM)

The MMM is a simple time and task management activity invented by Monica in the 1980s, and something she still swears by today (along with hundreds of her clients). Explore the weird and wonderful world of having a meeting, by yourself, to better respect your own business.

Presenter: Monica Davidson

Run Time: 30 minutes

Business 3: PLANNING

Planning for your creative business might seem dull, but it can be an invaluable process. This webinar explores the usual sections of a plan, how to choose the right kind of template, alternative options for planning, and the difference between a public and private plan.

Presenter: Monica Davidson

Run Time: 13 minutes

Business 4: INNOVATION AND INTELLECTUAL PROPERTY (IP)

Coming up with new ideas and staying up to date are the bread and butter work of creative practice. Monica explains the various ways of ensuring that innovation is at the heart of your business, and how to protect your creativity legally using IP and copyright laws.

Presenter: Monica Davidson

Run Time: 16 minutes

Business 5: CONTRACTS

Creating a legally binding agreement between yourself and another party doesn't have to be scary. In this speedy overview, Cat goes through the six steps that make up a contract, the different ways to create the agreement, and some of the key clauses to include.

Presenter: Cat Dibley

Run Time: 9 minutes

Business 6: INSURANCE

Not a sexy topic, but a necessary part of managing the risks associated with running a creative business. Cat explains the jargon that will help you to navigate this complex world, and introduces some main types of insurance such as Public Liability and Professional Indemnity.

Presenter: Cat Dibley

Run Time: 9 minutes

SECTION 1: BUSINESS

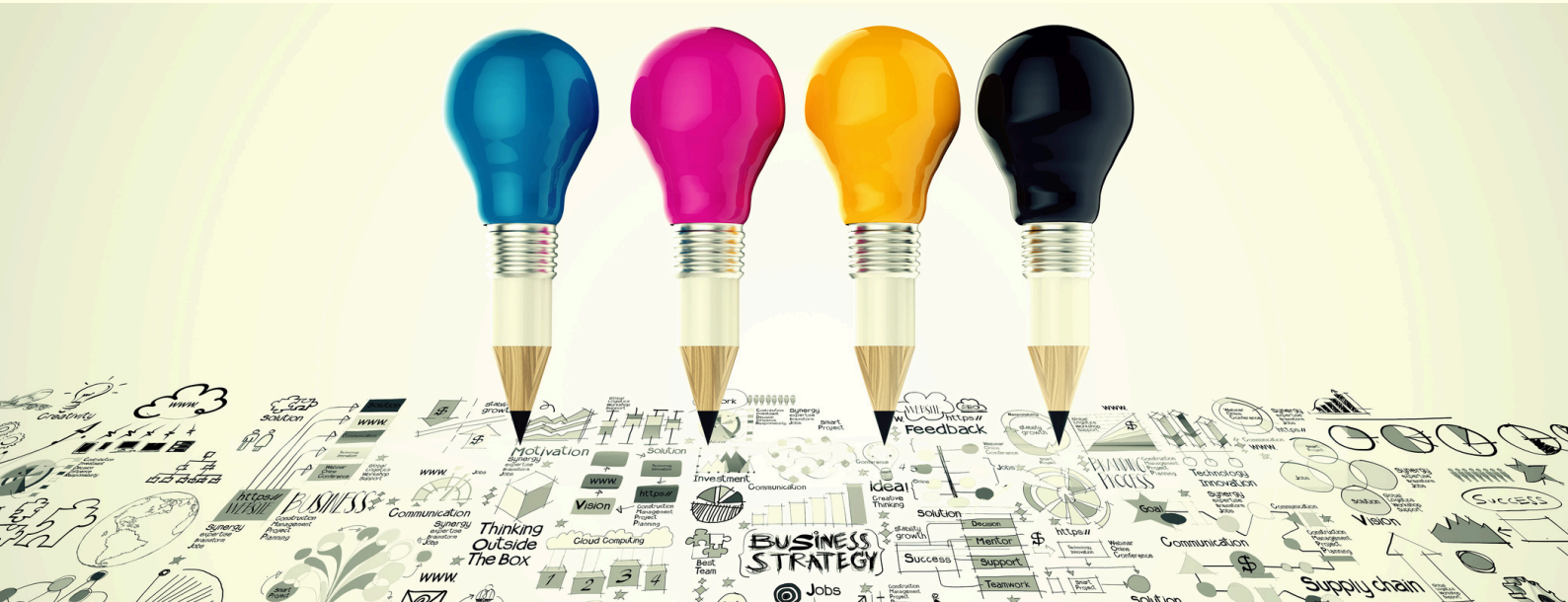
SUPPLEMENTARY RESOURCES

Access all resources in the Dropbox Folder - <https://bit.ly/ARTSELERATE-SA-Online>

- C+B Information Sheet: Guide to Business Structures
- ARTS LAW: Business Partnership Checklist
- C+B Information Sheet: The Monday Morning Meeting
- business.gov.au Business Plan Template
- Creative Australia (OZCO): Strategic Plan Framework
- C+B Creative's Ultimate One Page Business Plan
- C+B Work Sheet: Testing Your Ideas
- IP Australia: A Guide to Applying for a Trademark
- ARTS LAW: Protecting Your Ideas

WEBINAR LINKS

- Business Registration Service - <https://register.business.gov.au/>
- Australian Business Register - <https://abr.business.gov.au/>
- ASIC Connect - <https://asicconnect.asic.gov.au/>
- ATO GST online course - <https://smallbusiness.taxsuperandyou.gov.au/>
- Australian Business License Registration Service (ABLI) - <https://ablis.business.gov.au/>
- C+B ARTICLE - The Saboteur Within - <https://creativeplusbusiness.com/self-sabotage-2/>
- Business Planning Templates - <https://business.gov.au/planning/business-plans/>
- STRATEGYZER Business Model Canvas - <https://www.strategyzer.com/library/the-business-model-canvas>
- STRATEGYZER Value Proposition Canvas - <https://www.strategyzer.com/library/the-value-proposition-canvas>
- IP Australia - <https://www.ipaustralia.gov.au/>
- Australian Copyright Council - <https://www.copyright.org.au/>
- Arts Law Centre of Australia - <https://www.artslaw.com.au/>
- business.gov.au Insurance - <https://business.gov.au/risk-management/insurance>



SECTION 2: MONEY

VIDEO CONTENT OVERVIEW

Money 1: GETTING STARTED

Money doesn't have to be a dirty word. Many creatives don't have much financial knowledge, but never fear! In this friendly introduction, Monica outlines the basics of money management, including simple tips, tricks and templates to help navigate the 'famine and the feast'.

Presenters: Monica Davidson and Wendi Lanham

Run Time: 20 minutes

Money 2: CASHFLOW FORECASTING

Working out how to manage the financial past is a vital part of running a sustainable creative business, but it can also give you the ability to see into the future, at least a little bit. Cashflow forecasting is a process of paying attention, in a regular way, to the flow of money in and out.

Presenter: Monica Davidson

Run Time: 18 minutes

Money 3: INCOME DIVERSIFICATION

Creatives are adept at a range of skills, and with a little guidance those various talents can be turned into diversified revenue. In this webinar Cat discusses the various ways to make money from your creativity, and includes practical exercises to help inspire and shape some new ideas.

Presenter: Cat Dibley

Run Time: 27 minutes

Money 4: PRICING YOUR WORK

How much should you charge? This is the question that vexes most professional creatives, and the answers are fascinating and complicated. This webinar looks at the one of the main elements of pricing, understanding the marketplace for creative products and services.

Presenter: Monica Davidson

Run Time: 32 minutes

Money 5: SUPERANNUATION

Most people working in the creative industries are entitled to superannuation, even when they work as sole traders. This fact, and another illuminating details, are thoroughly addressed in this webinar. We also look at how to pay others, and what to do when haven't been paid.

Presenter: Monica Davidson

Run Time: 44 minutes

Money 6: TAX TIME

Tax is boring, awful and a necessary part of creative business. In this detailed webinar Monica addresses the basics (with pictures), and digs in to some of the trickier topics like the differences between a hobby and a business, key deductions, and how to keep better records.

Presenter: Monica Davidson

Run Time: 1 hour 10 minutes

SECTION 2: MONEY

SUPPLEMENTARY RESOURCES

Access all resources in the Dropbox Folder - <https://bit.ly/ARTSELERATE-SA-Online>

- C+B Spreadsheet: Unit Cost Calculator
- C+B Spreadsheet: Business Budget
- C+B Spreadsheet: Personal Budget
- Invoice Template - NO GST
- C+B Information Sheet - Finding an Accountant
- C+B Workbook - Personal + Professional Skills Audit
- C+B Information Sheet - Diversify Your Creative Income
- C+B Workbook Tax Time for Creatives 2024

WEBINAR LINKS

- business.gov.au Finance Section - <https://business.gov.au/finance>
- business.gov.au Tools and Templates - <https://business.gov.au/finance/financial-tools-and-templates>
- How to Invoice - <https://business.gov.au/finance/payments-and-invoicing/how-to-invoice>
- Shopify - <https://www.shopify.com/au>
- E-Commerce or Selling Online - <https://business.gov.au/online-and-digital/ecommerce>
- Square Point of Sale devices - <https://squareup.com/au/en>
- Rounded online accounting - <https://rounded.com.au/>
- Create a Rounded Account - https://app.rounded.com.au/partner_signup/K2iKnG
- Hnry online accounting and tax management - <https://hnry.com.au/>
- How digital record keeping can improve your business and business finances - <https://youtu.be/yFBhbDLxIOM?si=5InyVDKEfFmjyqHF>
- C+B WEBINAR: Money Day - https://www.crowdcast.io/c/webinar-money-day_1
- C+B WEBSITE: Groovy Accountants - <https://creativeplusbusiness.com/resources/groovy-accountants/>
- Moneysmart - <https://moneysmart.gov.au/managing-debt>
- C+B WEBINAR: The Mentor Experience - <https://www.crowdcast.io/c/mentor-experience>
- Moneysmart: Super for Self-Employed People - <https://moneysmart.gov.au/super-for-self-employed-people>
- Moneysmart: Choosing a Super Fund: <https://moneysmart.gov.au/how-super-works/choosing-a-super-fund>
- Media Super - <https://www.mediasuper.com.au/>
- Compare Ethical Super Funds - <https://www.canstar.com.au/superannuation/ethical-super-funds/>
- ATO: Employee or Independent Contractor - <https://www.ato.gov.au/businesses-and-organisations/hiring-and-paying-your-workers/employee-or-independent-contractor>
- ATO: Reporting Unpaid Super - <https://www.ato.gov.au/super/growing-and-keeping-track-of-your-super/unpaid-super-from-your-employer>
- ATO: Small Business Superannuation Clearing House - <https://www.ato.gov.au/small-business-superannuation-clearing-house>
- business.gov.au: Tax Resources - <https://business.gov.au/finance/tax>
- **Check the Dropbox for all other tax related links.**

SECTION 3: MARKETING

VIDEO CONTENT OVERVIEW

Marketing 1: GETTING STARTED

Most creatives rather be making than hustling, but marketing can be a palatable (even enjoyable) part of running a creative business when we take out 'sales' and focus on 'strategy'. Here Monica shares an easy six-step marketing approach that takes the pain out of promotion.

Presenter: Monica Davidson

Run Time: 25 minutes

Marketing 2: THE BASICS OF YOU

Effective marketing is *not* about you (it's about your customers), but it's vital to get the basics of self-promotion right as a first step in the strategy. In this section Monica examines the best ways to prepare for your CV, portfolio, biographies, case studies, introductions and more.

Presenter: Monica Davidson

Run Time: 16 minutes

Marketing 3: UNDERSTANDING THE MARKET

Getting to know the 'market', and all the nice people who might want to buy from you, is a combination of research, instinct, and learning from the past. In this webinar Monica breaks down 4 P's of promotion, customer profiling, peer analysis, and 'what's worked before'.

Presenter: Monica Davidson

Run Time: 30 minutes

Marketing 4: DEEP DIVE - BRANDING

In a marketplace full of mixed promotional messages, a compelling personal and professional brand can help you to stand out from the crowd. This webinar covers the basics, and then dives into your core values, personality and colour theory as ways to start your brand story.

Presenter: Monica Davidson

Run Time: 27 minutes

Marketing 5: DEEP DIVE - SOCIAL MEDIA

The world of social media moves fast, but there are some basic ideas that have stood the test of time. In this webinar Monica looks at how to kickstart marketing using social media, with a focus on the main tools at your disposal and the strategy behind the socials.

Presenter: Monica Davidson

Run Time: 27 minutes

Marketing 6: DEEP DIVE - WEBSITES

Having a website is the most secure way of navigating digital marketing. In this webinar, freelance marketing expert Lillie Brown and Queen of Campaign Del Mar Mia Fileman discuss the key features that all high-performing websites need to ensure the best marketing results.

Presenters: Lillie Brown and Mia Fileman

Run Time: 58 minutes

SECTION 3: MARKETING

SUPPLEMENTARY RESOURCES

Access all resources in the Dropbox Folder - <https://bit.ly/ARTSELERATE-SA-Online>

- C+B Workbook - Networking Tips
- C+B Worksheet - Buyer Personas
- C+B Worksheet - Client Customer Profiling
- Worksheet - Empathy Map Canvas
- C+B Worksheet - Peer Analysis
- C+B Worksheet - Competitor Analysis Table
- business.gov.au Marketing Plan Template and Guide
- C+B Creative's Ultimate One Page Marketing Plan
- C+B Information Sheet - Your Core Values

WEBINAR LINKS

- "Thinking Fast and Slow" - <https://www.goodreads.com/thinking-fast-and-slow>
- C+B WEBINAR: Making a Statement - <https://www.crowdcast.io/c/make-a-statement>
- C+B WEBINAR: The Story Trinity - https://www.crowdcast.io/c/webinar-story-trinity_1
- C+B WEBINAR: Word of Mouth - https://www.crowdcast.io/c/word-of-mouth_1
- business.gov.au Marketing Plan Template and Guides - <https://business.gov.au/planning/business-plans/develop-your-marketing-plan>
- C+B WEBSITE: Mondo Marketing - <https://creativeplusbusiness.com/resources/mondo-marketing/>
- Grow with Google (formerly Google Garage) - Digital Marketing Certificate - https://grow.google/intl/ALL_au/digital-marketing-ecommerce-certified-course/
- ACMA (Australian Communications and Media Authority) - <https://www.acma.gov.au/avoid-sending-spam>
- EXAMPLE: Jeff McCann's website - <https://www.jeffmccann.com.au/>
- IP AUSTRALIA: Trademarks - <https://www.ipaustralia.gov.au/trade-marks>
- PANTONE Colour Systems - <https://pantone.net.au/pages/pantone-color-systems-intro>
- CANVA website - <https://www.canva.com/>
- META Blueprint Academy - <https://www.facebookblueprint.com/student/catalog>
- YouTube Creators - <https://www.youtube.com/creators/>
- TikTok for Business - <https://getstarted.tiktok.com/au-en-brand>
- Pinterest for Business - <https://business.pinterest.com/en-au/>
- C+B ARTICLE: LinkedIn for Creatives - <https://creativeplusbusiness.com/linkedin-for-creatives/>
- Google Alerts - <https://www.google.com/alerts>
- Campaign Del Mar - <https://www.campaigndelmar.com/>

SECTION 4: WELLBEING

VIDEO CONTENT OVERVIEW

Wellbeing 1: GETTING STARTED

Using creativity for professional work means finding a balance between the rewarding and taxing elements, while also safeguarding our inspiration. This webinar discusses the importance of understanding and protecting our ability to create, innovate and imagine.

Presenter: Monica Davidson

Run Time: 30 minutes

Wellbeing 2: THE RIPPLE EFFECT OF REST

In a world where being busy is worn as a badge of honour, choosing rest is a radical act. In this conversation, Lillie Brown is joined by somatics practitioner Emmie Rae to unpack our habits and beliefs about rest, and the benefits of building more rest into our lives and businesses.

Presenters: Lillie Brown and Emmie Rae

Run Time: 21 minutes

Wellbeing 3: IMPOSTERISM

If you've ever felt that your achievements are more about luck or timing, and less about your own cleverness, welcome to the Imposters Club. Here Monica tackles the creative's nemesis, and provides practical hints and tips to overcome self-doubt and unlock inner confidence!

Presenter: Monica Davidson

Run Time: 54 minutes

Wellbeing 4: PROCRASTINATION

Procrastination is a common issue shared by creatives, but why do we do it? In this webinar Monica investigates the psychology of procrastination, the different types, what can trigger it, and the best tips and tricks for avoiding the worst side effects of this universal behaviour.

Presenter: Monica Davidson

Run Time: 44 minutes

Wellbeing 5: BALANCING ACT

Balancing a creative career, freelancing and traditional employment can be tricky. Where does one find the time? Here our creative experts share their personal experiences, triumphs, and lessons learned from running pursuing their passions alongside other professional obligations.

Presenter: Wendi Lanham, Sats Kramer and Bali Padda

Run Time: 44 minutes

Wellbeing 6: MAKE FRIENDS WITH FAILURE

Anyone navigating your business and creative practice knows this F-word all too well. Here our panel of creative experts discuss failure honestly and openly, the challenges and pitfalls of negotiating defeat, and practical ways to turn a negative experience into a positive outcome.

Presenter: Monica Davidson, Jeff McCann, Stavroula Adameitis, Charley Allannah

Run Time: 1 hour 2 minutes

SECTION 4: WELLBEING

SUPPLEMENTARY RESOURCES

Access all resources in the Dropbox Folder - <https://bit.ly/ARTSELERATE-SA-Online>

- C+B Workbook: Creative Wellbeing (includes practical activities)
- Clance Imposter Phenomenon (IP) Test and Scoring
- “Atomic Habits” by James Clear - Chapter 1 excerpt
- Check out the ‘Time Management’ folder in the Wellbeing section of the Dropbox.

WEBINAR LINKS

- Beyond Blue: Wellbeing Action Tool - <https://www.beyondblue.org.au/mental-health/wellbeing-action-tool>
- C+B ARTICLE - Athlete Thinking - <https://creativeplusbusiness.com/athlete-thinking/>
- The Burnout Continuum - <https://www.psychologytoday.com/au/blog/high-octane-women/201205/where-do-you-fall-on-the-burnout-continuum>
- The Daily Rest - <https://thedailyrest.com/>
- Dr Pauline Rose Clance - <https://www.paulineroseclance.com/>
- Ted Ed video: What is imposter syndrome and how can you combat it? https://www.ted.com/talks/elizabeth_cox_what_is_imposter_syndrome_and_how_can_you_combat_it
- ‘Prevalence, Predictors, and Treatment of Impostor Syndrome: a Systematic Review’ - <https://pmc.ncbi.nlm.nih.gov/articles/PMC7174434/>
- Impostor Phenomenon in the Classroom (the Imposter Cycle) - <https://sheridan.brown.edu/resources/inclusive-anti-racist-teaching/inclusive-teaching/impostor-phenomenon-classroom>
- The 4 Ps of Imposter Syndrome - <https://ditchingimpostersyndrome.com/what-is-imposter-syndrome/the-4-ps-of-imposter-syndrome/>
- Atomic Habits, by James Clear - <https://jamesclear.com/atomic-habits>
- C+B ARTICLE - Procrastination? I'll Do That Later! - <https://creativeplusbusiness.com/procrastination/>
- Medium: ‘A Neurodivergent Perspective on Procrastination’ by Maya Collins - <https://medium.com/neurodivergent-life/a-neurodivergent-perspective-on-procrastination>
- The Freelance Jungle - <https://freelancejungle.com.au/>
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LEAD FACILITATOR & DESIGNER

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).

FACILITATORS & SPEAKERS



CAT DIBLEY | INDEPENDENT CREATIVE PRODUCER

Cat is a national and international creative producer with over 10 years' experience producing dance, theatre, tours, and festivals, and has been published on ArtsHub on the subject. She has worked at major theatre companies across Australia, Europe, and the US and founded a theatre company in 2011, producing many shows under this banner for mainstage companies, festivals, and large-scale national tours. Cat also works as a creative consultant, story producer, and screen development producer, and is one of C+B's most popular facilitators and advisors.



WENDI LANHAM | ACTOR, MODEL, PRESENTER, PRODUCER

Wendi Lanham started young in her professional creative career, as an actor and model; later adding presenting, producing and business development to her professional skill set. Her theatre credits include the Sydney Theatre Award Winning production 'Dignity Of Risk' with ATYP & Shopfront Arts, and 4 successful seasons of 'Deadhouse: Tales of Sydney Morgue'; including playing the lead roles of Juanita Nielsen, and Nellie Cameron. Her film credits include 'Promise Mum', '2 Girls, A Guy and a Gun', and the short film 'Finding Addison' which recently won an AACTA Award. Wendi is also the Head of Operations at C+B and is passionate about inclusivity and diversity in creative industries.



LILLIE BROWN | FREELANCING MARKETING CONSULTANT

Lillie is an artist from regional Australia who found her calling in supporting fellow creatives. Specialising in marketing for creative and lifestyle businesses, she blends rural-regional and metropolitan arts management experience with intuitive digital strategies. She empowers creatives to confidently share their stories, build vibrant brands, and revitalise their marketing. As an energetic educator and facilitator, she also delivers workshops and lectures equipping creatives with practical skills to cultivate engaged communities. She is also a textile and collage artist, exploring femininity, sensuality, and societal expectations through a feminist and maximalist lens.



MIA FILEMAN | CREATIVE STRATEGIST, CAMPAIGN DEL MAR

Mia Fileman is a marketing strategist and the founder of Campaign Del Mar, which offers strategic marketing training to founders and teams. Mia spent the first decade of her career in brand management roles for global consumer brands Vegemite, Kraft, Maybelline and BIC in France. Upon returning to Australia, Mia worked agency side before launching and running her own marketing agency, Campaign Del Mar. With more than two decades of experience in marketing across the globe, Mia is now sharing her learnings. She helps business leaders and teams by explaining marketing that completely demystifies and simplifies it.



EMMIE RAE | WRITER, POET, YOGI, SOMATIC THERAPIST

Emmie Rae is a writer, poet and the founder of The Daily Rest Studio, an online membership for doing hard things, gently. Part salon, part teahouse, the Daily Rest teaches women to breathe life into their dreams by finding the courage to slow down, to rest first and to show up as who you already are. Emmie began teaching yoga full time in 2015 and over the next seven years introduced the practice of Restorative Yoga and Deep Rest to multiple studios across Sydney, Australia, teaching classes and hosting workshops, trainings and retreats both locally and internationally. She also holds a Bachelors Degree in Writing and Cultural Studies from UTS.

GUEST SPEAKERS



SATS KRAMER | MUSICIAN, FILMMAKER, BUSINESS CONSULTANT

Satoru (Sats) Kramer is a professional musician, photographer and videographer based on the Far South Coast of NSW. For many years he also represented MusicNSW as the Regional Music Officer for the South East of the state. This role saw Sats working across the music industry, as both a professional development facilitator and a central information and connection hub for all stakeholders in the local music industry. He is passionate about empowering artists with the tools and know-how to make a career out of doing the thing they love. He is also one of C+B's most popular business advisors.



BALI PADDA | PERFORMER, DIRECTOR, PRODUCER, ADVOCATE

Bali's multidisciplinary career spans stage and screen. He founded Little Goat Arts & Entertainment in 2024, following impactful strategic roles advocating for inclusion in the creative arts. His directorial debut, *Guards at the Taj*, toured nationally after rave reviews. He has since directed acclaimed productions like *Sunderella* and *Champions*. Bali's produced landmark works including *In The Space Between* and *Lighten Up*. A former Screen Australia executive, he consults for funding agencies and guilds. Bali's acting credits range from *Top of the Lake* to the award-winning *Over and Out*. A diversity advocate, Bali was a MEAA committee member.



JEFF MCCANN | ARTIST, DESIGNER

Jeff is an artist, illustrator and maker living and work on Gadigal Land in Sydney. He strives to create inclusive work that celebrates the making process while encouraging his audience to get involved. His loves exploring themes of play, childhood nostalgia, world building, games and the natural environment. His work can range from murals, public art, community engagement projects and artwork licensing; through to wearable art, illustration, collaborations and small batch products. Some of his previous clients include Museum of Contemporary Art (MCA), City of Sydney, Westfield, Reverse Garbage, Twenty10 and Heaps Gay.



STAVROULA ADAMEITIS | ARTIST, ILLUSTRATOR, FASHION DESIGNER

Australian artist and designer Stavroula Adameitis, aka FRIDA LAS VEGAS, creates bold textiles, neon art, and installations. Remixing nostalgia with a graphic sensibility, she celebrates pop culture icons from the pre-internet era. Inspired by digital printing after interning with Sex and the City stylist Patricia Field, Stavroula built a cross-disciplinary career in illustration, graphic, and textile design. She's collaborated with cultural institutions like the Sydney Opera House and global brands including Disney and Meta, plus performers like Katy Perry. A University of Adelaide graduate, Stavroula works from her Adelaide studio, time-traveling through her vibrant, technicolor art.



CHARLEY ALLANA | THEATRE AND PERFORMANCE MAKER

Charley is a proud trans woman, multifaceted theatre and performance maker and Co Artistic Director of House of Sand. She holds a BA (Acting) and an MFA (Directing) from NIDA. She has created award winning work at House of Sand, directed work across Australia, and internationally including at STCSA, ActNow, BATS, and Paul Lucas Prod. NYC, assisted directors at STC and Opera Australia, and performed for STCSA and STC. She has held positions at Sydney Fringe and Sydney WorldPride and is LGBTQIA+ Co-Chair of the MEAA Equity Diversity Committee, and is a facilitator and consultant for Creative Plus Business.



CREATIVE PLUS BUSINESS

Meet the team behind **ARTSELERATE SA**



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