

CARE BASED BUSINESS

With a focus on creative well-being and leadership, Care Based Business is a professional development program designed to help teams from the creative and cultural sector, using an evidence-based approach created by award-winning experts in the field.

PROGRAM GUIDE





Introduction to Care Based Business

In 1926, Henry Ford introduced the 40 hour work week to make sure that his staff were 'well-rested'. One hundred years later, and we are still abiding by those guidelines of what work actually means, except now the structures we have unquestioningly absorbed are damaging our wellbeing, not adding to our happiness.

With increasing calls to change our whole notion of work, where better to revolutionise the concept than in the creative and cultural industries? And what practical ways can we introduce care, kindness and empathy into the whole of the way we run our organisations?

What is the Care Based Business program?

Care Based Business is a whole-day professional development program that helps teams and leaders to better understand this concept, and work together in a safe environment to brainstorm practical and sustainable ways of bringing kindness and empathy into the everyday workings of their creative business or cultural organisation.

Done well, care based business practice benefits everyone involved from the creatives to the clients, funding bodies and audiences, devising projects that are more meaningful, productive, and inclusive. There is also growing evidence to suggest that, like in Ford's time, a radical rethink of how we work together can also lead to increased productivity, more innovative practice, and a happier team.

Who Should Take Part?

This program is ideal for:

- Creative industry professionals and leaders
- Cultural organisation staff and management
- Project managers and team coordinators
- Organisations committed to trauma-informed and culturally safe practices
- HR professionals in the creative sectors
- Anyone seeking to create more inclusive, supportive work environments with empathy at the core

CARE BASED BUSINESS FULL DAY PROGRAM

OVERVIEW

The Care Based Business Program is a unique professional development program designed to transform how creative businesses and cultural organisations approach their work through the lens of kindness, empathy, and inclusion.

This intensive full-day program provides participants with evidence-based frameworks, practical tools, and collaborative strategies to embed care-based principles into every aspect of their professional work.

Care Based Business represents a paradigm shift particularly relevant for creative and cultural industries where the intersection of personal expression, professional excellence, and community impact requires thoughtful, care-based approaches.

The program includes ongoing support materials and resources for continued implementation, ensuring participants can maintain momentum beyond the workshop.

LEARNING OUTCOMES



Participants will learn how to:

- Define and articulate what care-based business means in their specific context
- Understand the foundational frameworks that support care-based approaches
- Implement practical strategies for creating psychologically safe and empathetic work environments
- Apply trauma-informed principles to their daily work practices
- Develop organisation-specific action plans for embedding care-based practices
- Navigate the intersection of creativity, professionalism, productivity and care

Participants will also receive access to a dedicated Dropbox with additional resources, links to websites, workbooks and templates, access to free webinars and more.

EVENT SCHEDULE



9:00am to 9:30am

Introductions and a collaborative approach to creating a Safe Space for the day.

9:30am to 11:00am

The Definition of Care

We begin by working out how to define care-based business for ourselves, the different categories, and where creativity sits in the continuum.

PRACTICAL ACTIVITY

The Unprofessionalism Game

11:00am to 11:15am: BREAK TIME

11:15am to 12:45pm

The Different Types of Care

This is an evidence-based overview and discussion of the main foundations of Care Based Business, including the Cultural Safety Continuum, Trauma Informed Practice, Results Only Work Environments, The Spoons Theory and so much more.

12:45pm to 1:30pm: LUNCH

We suggest catering to allow participants to stay onsite and continue conversations.

1:30pm to 2:45pm

Practical Strategies for Care

Care-based business means infusing the principles of empathy, safety, and inclusion into every stage of the creative process, our projects and our work.

PRACTICAL ACTIVITY

Working together to create safe spaces using real-life examples from cultural industries.

2:45pm to 3:00pm: BREAK TIME

3:00pm to 4:30pm

Bringing It Together

A facilitated strategy session that brings all the elements of care into a practical framework for this specific organisation.

4:30pm: WRAP UP and CLOSE

YOU'RE IN GOOD COMPANY

The best workshops are the ones delivered in partnership with great local arts organisations, councils, and peak bodies. With the flexibility to design changes to almost any program to suit the needs of local creatives and small businesses, we've become the go-to business education specialists for dozens of organisations nationally.



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I attended the Care-Based Business workshop and was genuinely amazed. It was incredibly refreshing to be part of a workshop that truly prioritised the individual person, rather than just focusing on productivity or business outcomes.

What stood out most to me was the intention behind it - approaching business, leadership and workplace culture from a place of genuine care. I think that makes all the difference in how people feel at work, how supported and valued they feel, and ultimately how they carry themselves when they leave work each day.

The workshop really reinforced the idea that when people feel seen, heard and cared for, better workplaces and stronger communities naturally follow. I walked away feeling inspired, reflective, and excited to implement more intentional care and connection into the way I engage with both my team and community.

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Thomas Chichester, The Commons Sydney, 2026

PROGRAM 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).

FREQUENTLY ASKED QUESTIONS

? What's included in the Care Based Business program?

All participants in one of our creative business programs also receive:

- + Lifetime access to a Dropbox folder jam-packed with additional resources and helpful links
- + Practical workbooks and templates to assist with the interactive elements of the presentations
- + Access to additional free webinars to supplement the material covered in the event
- + The possibility of further one-to-one business advice, mentoring and support from one of our creative industries business specialist advisors. We have a whole team ready to help!

? How much does the Care Based Business program cost?

The fee is \$8,000 + GST for a whole day session, and \$4,000 + GST for a half day. All fees include preparation, expert facilitation, creation of bespoke resources, participant support, all correspondence and meetings, Dropbox and webinar hosting, admin, overheads and insurances. There is no limit on the number of participants, beyond the capacity of your chosen venue. There may be additional charges for travel and accommodation.

? Who will be facilitating the Care Based Business program?

Our team of facilitators are all experienced presenters, with both creative practice and small business experience. They have been extensively trained on the delivery of the program you have chosen. Our educational offerings have been developed in-house by and for creative practitioners, and designed by our Doyenne, Monica Davidson. Each module has been delivered repeatedly to ensure it is consistently practical, educational, entertaining, and fun

? Can I co-design the schedule, add elements and take things away?

Of course! We love co-designing events with our clients. If you'd like to extend the breaks, add some more practical elements, introduce a panel or some facilitated networking, just let us know. We will work with you to create an event that meets the needs of your participants, and any other stakeholders involved.

? Tell me about the venue and catering.

We can run our Creative Business events wherever your stakeholders might be, but hiring and paying for the venue is the responsibility of the client. For an additional fee, we can source a location for you (at your cost). Catering is also the responsibility of the client, and needs to be managed and paid for separately.

? What equipment do you need, and what do the participants bring?

We need a venue with a screen and projector OR an HDMI enabled television. If necessary we can bring our own projector, but we need to know in advance (and the venue needs a white wall or screen). We'd also like a whiteboard for the helpful drawing of pictures, and a looong extension cord is always welcome. We will bring everything else. Participants can bring their own pen and paper, and/or a laptop if they want to. We provide everything else.

? What insurance do you have?

Creative Plus Business holds Public and Product Broadform Liability Insurance up to \$20 million, Professional indemnity Insurance up to \$5 million, and our team is covered by NSW Workers Compensation insurance. Our Certificates of Currency are available in the [Client Dropbox](#), and you can also email us for a copy if needed.



CREATIVE PLUS BUSINESS

BE CREATIVE. MAKE MONEY. LOVE YOUR WORK.



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

We help creative cohorts to learn new skills and implement practical approaches to small business, strategic planning, financial literacy, marketing strategy, wellbeing and more.

Since we started in 2016, we've helped over 15,000 individual practitioners and creative organisations to finesse their entrepreneurial abilities, overcome challenges, improve their commercial capacity, survive and thrive.

Our focus is on providing peer-designed peer support for creative practitioners to help them build their professional capacity.

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 understand the importance of confidence and self-sufficiency, and how to find that in entrepreneurialism.

We're passionate about giving creatives the tools they need to create and follow their goals, define their own professional careers, and become less reliant on external funding.

In almost ten years we have helped thousands of creative professionals to build the professional pathway they want. Our purpose is to be creative, make money, and love your work.

www.creativeplusbusiness.com



CONTACTS

Program Information

To learn more about our Creative Business Events, or to create a bespoke program outline that meets the needs of your community or organisation:

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Marketing & Engagement

For more information about us, and to request assets or engagement assistance:

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