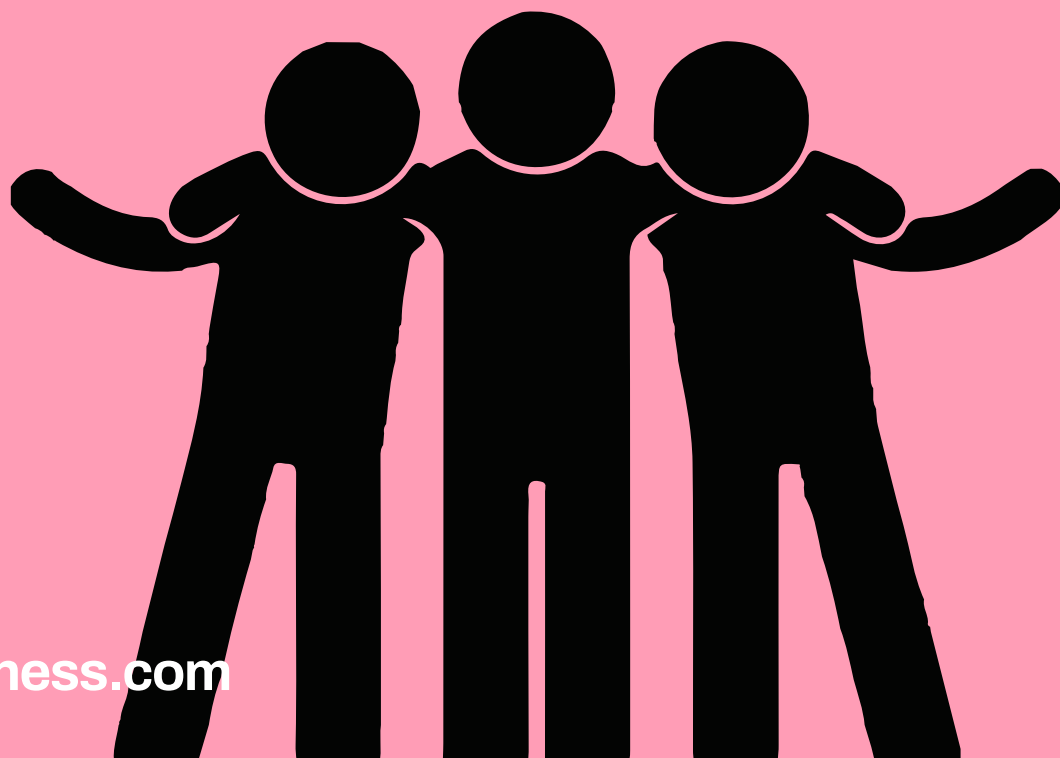


HELPING HANDS

A full-day event designed for creative not-for-profit groups and cultural organisations that need to improve the ways they find new volunteers, and keep existing people happy.

PROGRAM GUIDE





Many arts and cultural organisations are supported by the hard work and passion of volunteers. How do you determine the best ways to find new people and keep those helping hands happy?

Recruiting and retaining a team of volunteers is critically important for small arts and cultural organisations to survive and thrive, but it can also be difficult for under-resourced groups without the capacity for proper recruitment and HR strategies.

HELPING HANDS is a one-day workshop, tailored to the needs of each locally based cultural NFP, that explores realistic, practical and actionable ways to better manage the finding of new volunteers, and keeping your existing team happy and engaged.

OUR LOCAL APPROACH

HELPING HANDS is tailored specifically to the needs of your organisation, so you can get the best outcomes for your volunteers, staff, board and visitors. Our approach means finding the best ways to understand your unique challenges, and then creating a bespoke offering that best suits your organisation and your people

Prior to the workshop, participants will be asked to complete a questionnaire, which is then used to shape the format of the workshop. We'll also have in-depth conversations with your leadership team and board to ensure we understand what you hope to achieve through the day's learning.

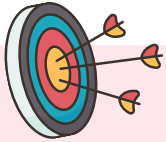
From that prep we'll shape an interesting, interactive day that ends on a high note with a practical action plan ready to be implemented. For the full agenda and outcomes, see page 3.

Creative Plus Business has over a decade of experience working with NFPs all over Australia, helping them to find ways to better manage their people, their finances, and their strategic planning. We bring that knowledge with us to every workshop.

OVERVIEW

Recruiting and retaining a team of volunteers is critically important for small arts and cultural organisations to survive and thrive, but it can also be difficult for under-resourced groups without the capacity for proper recruitment and HR strategies.

HELPING HANDS is a workshop that focusses on practical outcomes. Participants will work together on practical activities, using the knowledge that already exists within the organisation, to explore new ideas and share with each other better practice for volunteer recruitment and retention. At the end of the day an Action Plan will be created and shared detailing a practical way forward that works with the organisations' available resources.



LEARNING OUTCOMES

Participants in HELPING HANDS will learn more about best ways to:

- Identify the specific challenges hindering volunteer acquisition and retention within their organisation.
- Evaluate strategies that have successfully attracted volunteers in the past.
- Gain a deeper understanding of the volunteer experience, and articulating what people value from their service.
- Formulate creative, practical tactics for both recruitment and retention that align with what volunteers want and need.
- Conduct a Skills Audit to map existing capabilities against organisational needs.
- Create a 12-week Action Plan to ensure the strategies discussed are successfully executed post-workshop.

Participants will also receive access to a dedicated Dropbox with additional resources, links, workbooks, templates, plus 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

CHALLENGES & SUCCESSES

Using responses to the pre-workshop questionnaire, participants will brainstorm in mixed groups about the challenges they have faced when attracting volunteers, and what strategies have worked for them in the past.

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

11:15am to 12:45pm

THE EMPATHY MAP

An empathy map is a collaborative visualisation tool that helps you to articulate what you know about your volunteers. In this session, you'll work together to create a shared understanding of what your volunteers want from their experience with your organisation.

12:45pm to 1:30pm: LUNCH

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

1:30pm to 2:45pm

STRATEGIES

Using what we have learned from the workshop, goals, and the Empathy Map, creative and practical strategies will be brainstormed and discussed for both attracting new people and retaining existing volunteers. Strategies will include marketing, promotion, creating a reward programme, writing handbooks and more.

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

3:00pm to 4:30pm

THE ACTION PLAN

The strategies discussed in session 3 will now be mapped to a Volunteer Skills Audit and 12-week Action Plan by each group, with realistic goals for each three month period, to be implemented by designated members after the workshop.

4:30pm: WRAP UP and CLOSE



PASSION LED US HERE

ABOUT US

ABN: 576 100 109 30

Est: January 1st 2016

Permanent Employees: 5

Consultants: 25 nationwide

At Creative Plus Business, we're dedicated to supporting creative practitioners as they become more professionally self-sufficient and sustainable. We help them, because we *are* them.

Our team occupy a rare and special space by being both practicing creative practitioners and qualified business professionals. We've found our confidence, and now we want to empower others to skill up and feel the same way.

Our educational programs focus on small business skills, legal requirements, financial literacy, marketing strategy and wellbeing management. The support we provide builds commercial capacity and increases professional success for anyone working within the creative industries, at any stage of their professional development.

We're also a social enterprise, which means we partner with organisations to provide equitable access to business support, resources, regular webinars, mentoring and so much more.

OUR VISION + PURPOSE

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

From the emerging artist and recent graduate to the established freelancer and the industry leader, everything we do is designed to help creatives feel more capable and comfortable about the entrepreneurial aspects of their creative practice.

We believe that a practical approach, a hefty dose of empathy, a solid foundation of educational pedagogy, and a bit of fun, is the perfect recipe to help creative professionals understand the basics and benefits of business.

BE CREATIVE. MAKE MONEY. LOVE YOUR WORK.

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 HELPING HANDS for participants?

There's added value in every experience. All participants in our creative business events 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 a channel of 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 program cost?

- The fee for each event is \$6,000 + GST.
- Fee includes expert preparation and facilitation, creation of bespoke resources, participant support, online resources and webinars, and insurances.
- There is no limit on the number of participants, beyond the capacity of your chosen venue.
- Travel and accommodation costs may apply to venues beyond the wider Sydney region.

Who will be facilitating?

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. Each module has been delivered repeatedly to ensure it is consistently practical, educational, entertaining, and fun

Can I co-design the schedule and times, add or remove some elements?

Of course! We love co-designing events with our clients. If you'd like to extend the breaks, add some more practical elements, add a panel discussion or finish with 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. We can also discuss shifting the times so we start later and move into an evening session, the choice is yours!

Venue, Catering & Capacity

- We can run our events wherever your stakeholders are. There is no limit to the number of participants.
- Venue hire is the responsibility of the client if you are not providing space in your own venue.
- Catering is the responsibility of the client, and needs to be managed and paid for separately by you.

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

Equipment Required:

- Projector and screen OR HDMI-enabled television.
- Whiteboard
- 10m extension cord + multi-plug powerboard.

Participants:

- Writing materials, or laptop.
- We will bring everything else!

What insurance do you have?

- Public and Product Broadform Liability Insurance up to \$20 million
- Professional Indemnity Insurance up to \$5 million
- NSW Workers Compensation Insurance

Any other questions? Just email us and we'll do what we can to help!



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

creative

+ PLUS BUSINESS

CONTACTS

Program Information

To learn more about our Creative Business days, including a bespoke program outline that meets the needs of your organisation, please contact:

Jillian D'Ercole, Partnerships Manager

jillian@creativeplusbusiness.com

Marketing & Engagement

For more information about our organisation, or for media and asset requests, please contact:

Robbi James, Director of Engagement

robbi@creativeplusbusiness.com

www.creativeplusbusiness.com

