

MENTOR MAKERS

A tailored program designed to educate and empower experienced creative professionals to help them become better mentors, coaches and professional advisors.

PROGRAM GUIDE





Many people working in the creative industries are helped along the way by an amazing mentor - a more experienced professional with skills and knowledge to share.

However, not every senior practitioner has the ability to share their knowledge effectively with others, which can lead to difficult relationships and problematic outcomes. Experienced creatives can also adopt the role of informal coach, or find themselves in a structured advisory or mentoring role with expected outcomes and results - without the benefit of training or support.

Mentor Makers is a program designed to overcome these challenges by teaching creative professionals best practice methods for mentoring someone less experienced.

This one-day program can be delivered online or in-person to creatives from any industry who want to learn practical ways to support less experienced or early-stage practitioners. The program also offers senior creatives a chance to network in a confidential space.

Mentor Makers includes:

- An introduction to mentoring, advising, and coaching
- Understanding Learning Styles
- Establishing Mentoring Goals
- Directive vs Non-Directive Coaching
- Active Listening in Practice
- Developing a Mentoring Program
- Case Studies for Discussion

The focus of the program is heightening the skills of experienced practitioners as they develop the empathetic and respectful approach needed to become an excellent mentor, advisor, and/or coach.

Mentor Makers also heightens the capacity of creatives who are ready to diversify their professional abilities into training and mentoring.

All participants receive a Mentor Makers workbook, access to free webinars supporting elements of the program, and lifetime access to a Dropbox folder full of additional resources.

PROGRAM OVERVIEW

SESSION ONE - INTRODUCTIONS

TIME: 9:30am to 11:15am

Introductions:

We'll outline the program, introduce the facilitator, and walk through the resources. It's also a chance to learn more about each other while we establish a safe and confidential space.

Getting Started: Let's get our head around the jargon.

- The gradation of scale from coaching to teaching.
- CLASS CHAT: What are our own experiences of being mentored?
- The scale of Directive versus Non-Directive Support.

Understanding Learning Styles: We're not all the same.

- Learning styles refers to the various ways in which individuals learn and process information most effectively.
- We'll explore the four main broad stroke styles most commonly found in the creative industries.
- IN CLASS PRACTICAL: The VARK questionnaire and learning styles test. Let's share our results!

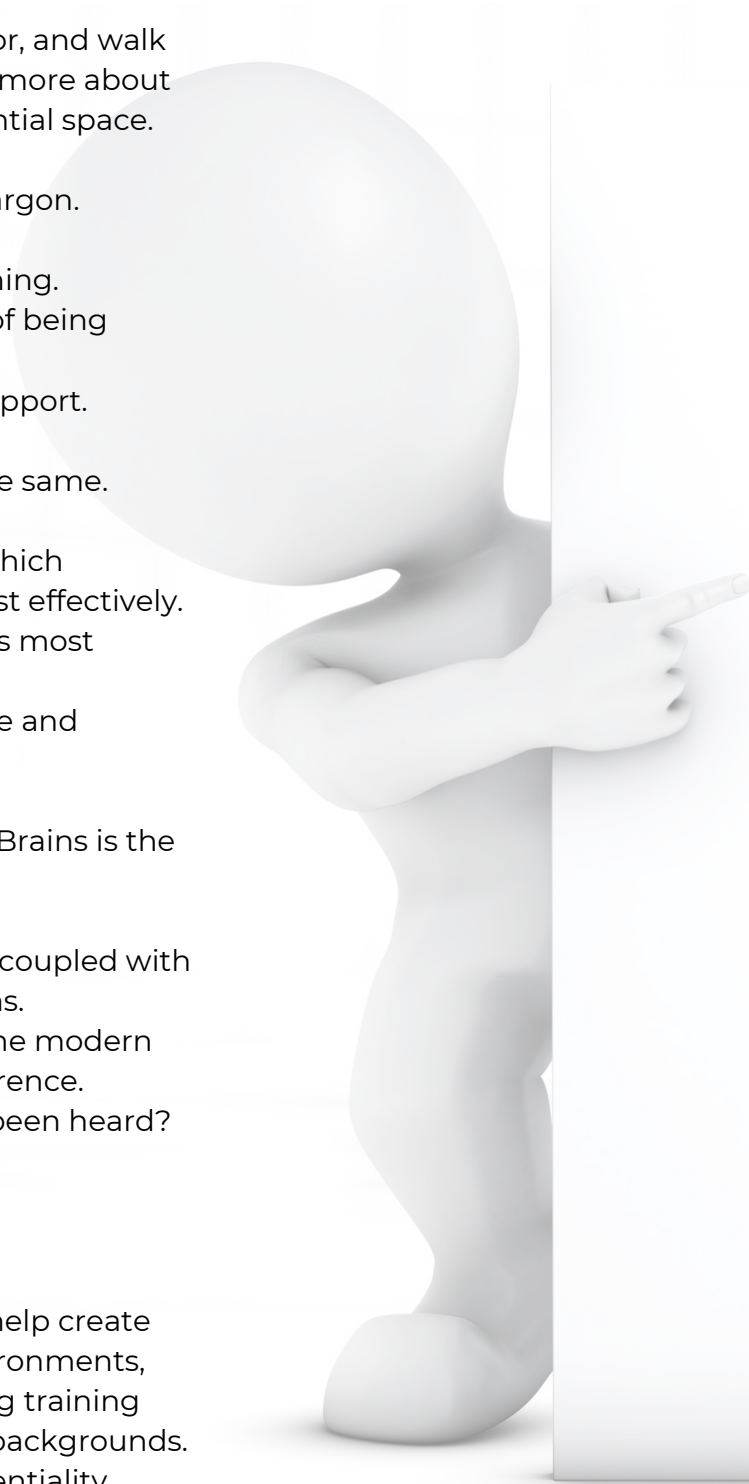
How to Listen: Active Listening for a Diversity of Brains is the secret sauce for being an excellent mentor.

- How to demonstrate listening with empathy, coupled with open-ended and thought-provoking questions.
- Old School Active Listening techniques and the modern approach for neurodiversity and cultural difference.
- CLASS CHAT - How do we know when we've been heard?

SHORT BREAK - 15 minutes

RESOURCES FOR THIS SESSION:

- Cultural Competence resources and tools to help create inclusive and culturally sensitive training environments, considering diverse perspectives and adapting training methods to accommodate different cultural backgrounds.
- Ethical Consideration resources about confidentiality, respect for diversity, and maintaining professional boundaries.



PROGRAM OVERVIEW

SESSION TWO - MENTORING

TIME: 11:30am to 1:30pm

How to Be an Excellent Mentor: The Ground Rules.

- Making a safe space with your mentees.
- How to ensure the best experience for your mentee.
- How to set boundaries and take care of yourself.

Establishing Objectives: Goals are the key to great mentorship.

- What does a mentee want to get from their mentoring experience?
- What would you like to achieve, as the mentor?
- Extrinsic versus Intrinsic Goals.
- Working through the G.R.O.W model of mentorship.

Asking Excellent Questions: Taking a Tip from Peer Coaching.

- Finding ways to ask incisive questions - open-ended, thought-provoking, and tailored to the individual's specific situation.
- Encouraging self-reflection and empowering mentees to discover their own solutions.

Creating Action Plans: Documenting the Progress.

- What is an Action Plan? The magic of self-help.
- A discussion of the ways to implement self-accountability into the professional development process.

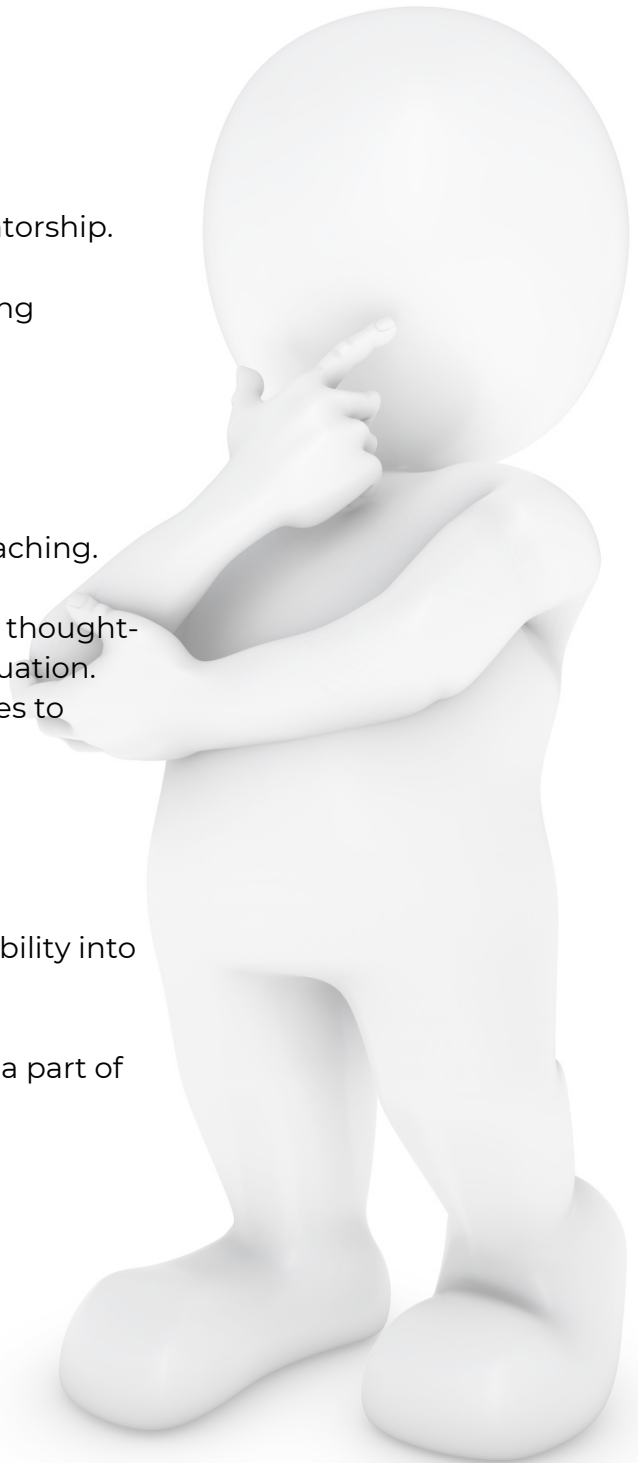
Giving Feedback: From coaching to advice, feedback is a part of the mentoring process.

- The Feedback Sandwich Model
- The C.O.I.N approach
- A Cheat Sheet Template for feedback

LUNCH BREAK 30 minutes

RESOURCES FOR THIS SESSION:

- NESTA Peer Coaching Learning Manual, 2015
- HARVARD Career Connect Mentoring Guide, 2006
- SW Government Graduate Program Mentoring Guide, 2020
- ACTION PLAN and MENTORING SESSION templates



PROGRAM OVERVIEW

SESSION THREE - PRACTICE

TIME: 2:00pm to 4:00pm

Preparing for the Real Thing: A chance to chat.

- What are you worried about?
- What negative experiences would you like to rectify?
- Imposter Phenomenon is real - a chat about the internal experience of feeling like a fraud despite evidence of one's competence and success.
- Steps to get around Imposterism.

Case Studies: Whole group or small cluster chats about a series of real-life case studies of mentoring, peer support and advisory relationships in the creative industries. The Case Studies include:

- The Enthusiastic Non-Starter
- The Oversharer with Blurred Boundaries
- The Action Plan Saboteur
- The Accuser

Legal Considerations: An Overview of the Resources

- Duty of Care & Insurance for Mentors
- Establishing Confidentiality
- Contracts and Legal Agreements for Mentoring Programs

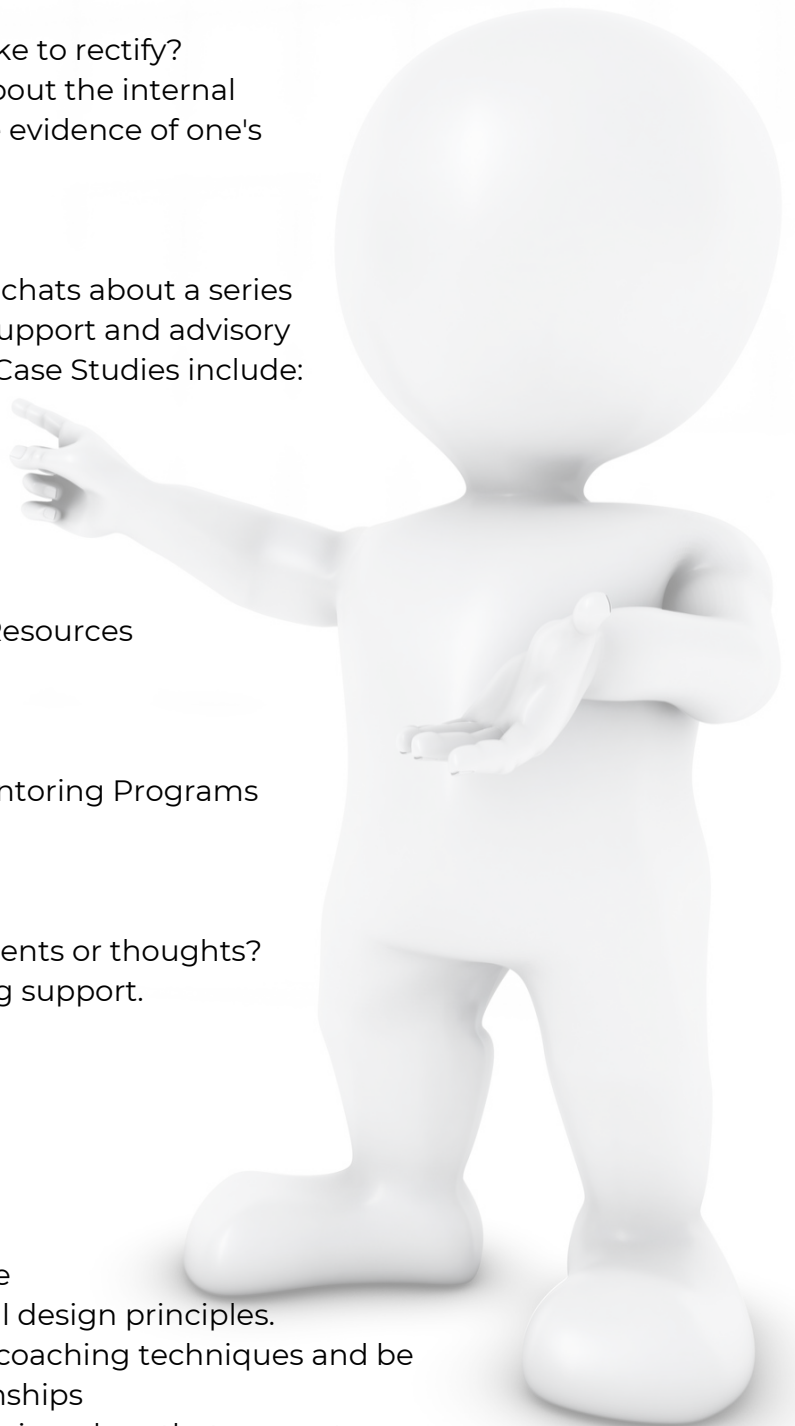
Wrapping Up: It's Time to Go!

- Does anyone have any questions, comments or thoughts?
- A reminder of the resources and ongoing support.

LEARNING OUTCOMES

By the end, participants will:

- Understand the different types of diverse learning styles and effective instructional design principles.
- Understand directive and non-directive coaching techniques and be able to apply them in mentoring relationships
- Develop and implement effective mentoring plans that support mentee growth and knowledge sharing
- Provide constructive feedback, evaluate training effectiveness, and demonstrate competence in all aspects of mentoring, coaching and advisory program delivery



NSW BUSINESS CONNECT 2016 - 2025



Creative Plus Business provided confidential, independent business advice and mentoring to small creative industries businesses as part of the NSW Government's Business Connect program for nine years. We were the only specialist providers working in the creative industry in any of Australia's government funded small business programs.

Creative Plus Business managed the contract from 2017 and provided advisory services and workshops to over 17,000 creative practitioners from across NSW, including metropolitan, regional and remote areas. Our team of advisors helped participants to work through challenges including starting up, marketing, diversification of income, business growth and more.

We trained 15 creative professionals, all leaders in their fields, to become among Australia's best creative business mentors and advisors. Our award-winning team represented practitioners from all areas of arts, screen and culture, and we received universally positive reviews for our mentoring programs.

- Business Advisory Support rated very good or excellent = 100% of customers.
- Percentage of customers likely to recommend Creative Plus Business = 90%.
- Creative Plus Business achieved an overall performance target rating of 92%
- 94% of our clients stated that there was an improvement to their main business issue.

By the end of the program in 2025, we had supported 3,818 creative people in our specialised business mentoring programs, which informed the creation of the Mentor Makers program that we now share with others.

WE HAVE BEEN THE RECIPIENTS OF TWO BUSINESS CONNECT AWARDS: THE OUTSTANDING ACHIEVEMENT AWARD IN 2017 (THE FIRST YEAR OF THE CONTRACT) AND THE 2020 JOB CREATION IN SMALL BUSINESS AWARD



HORIZONS PROGRAM REGIONAL FUTURES 2024



Creative Plus Business provided our Mentor Makers program to Regional Futures as part of their Horizons program. Horizons was a creative industries career launchpad program giving 75 young people in regional NSW aged 16-27 advice and consultation across the broad spectrum of career opportunities within the creative industries, developing their

professional practice and mapping a career in their chosen industry. This included mentoring from more established professionals who were tasked with providing guidance to young people from their industry.

The mentors included Gabrielle Tozer, Kate Smith, Tim Hansen, Stephen Bird and many more.

Those selected mentors completed the Mentor Makers program as part of their training to support the young creatives in their group. They were given guidance on how to create a mentoring program for their cohort, how to establish objectives for their mentees, how to provide directive advice vs non-directive coaching, and develop of action plans. We also had a spirited conversations about the case studies presented as part of the training.



SET FOR SUCCESS - SCREENWORKS 2023 - 2024



Set for Success was a Screenworks initiative designed to build the capacity of skilled below-the-line practitioners in regional Australia, financed by Screen Australia.

Skills gap shortages across Australia have been pushing crew members into more senior roles before they are sufficiently trained, so Set for Success provided mentoring, guidance and onset training to support crew and build their confidence as they step up to work in their new roles on set.

Senior crew and Heads of Department were selected for the Mentor Makers program to help them prepare for their roles as mentors and peer support while they provided practical on-set guidance and support to less experienced crew moving into more senior roles.

PARTNER EXPERIENCES

"I just wanted to say a huge thanks for running the incredible mentoring for the Artists of Colour Initiative over the last four weeks! Thank you for sharing your time, energy and expertise. I, and all of the attendees, really enjoyed and appreciated the sessions. You have been so helpful and these resources are honestly invaluable, so I just wanted to say a massive thank you."

Tarik Frimpong | Founder - Artists of Colour Initiative



"The design of the creative industries business education program was tailored in such a way to allow engagement from a broad audience... The feedback from participants has been very positive, with all participants stating that 'their professional practice capability has increased'. The internal feedback relating to the course subject matter and design has been extremely positive and we would have no hesitation engaging Creative Plus Business for future work where relevant."

Danielle Phyland | Economic Development & Tourism, Nillumbik Shire Council



"Creative Plus Business delivered a service that was warm, pragmatic and efficient. They quickly recognised our specific needs and tailored a programme to suit. The team delivered above and beyond what was promised – the program was practical, interactive and fun. Participants started implementing the tools and strategies immediately and I have no doubt that the learnings taken from the series will be transformational."

Abi Binning | Executive Director - Wide Angle Tasmania



"As a RADO and service organisation, we want to acknowledge the outstanding work you and your team have done through this program. The quality, depth, and relevance of the support provided has been a real asset to creative businesses in our region, and your commitment has made a tangible difference to so many."

Jane Fuller | Executive Director, Arts Northern Rivers



Creative Plus Business workshops have been extremely well received by established artists and the local community. It has been evident through many comments how these workshops have been thorough, presented in the most professional manner and very well organised. It has been a great way to develop and build the capacity of our local creative/business community. 97% of surveyed participants learned something new and helpful for their career, 92% rated the workshops as excellent, and 97% would recommend to others.

Youssef Zumut | Community Development Officer, Ryde City Council



"Thank you again for your work with the GROW mentoring program. The feedback back from participants has been overwhelmingly positive."

Trina Massey | Professional Development Manager, AAM AUSTRALIA



YOU'RE IN GOOD COMPANY

Since 2016 Creative Plus Business has built a reputation for quality, flexibility, and an outstanding ability to respond to the needs of the creative industries on a local, regional, and national level. By developing long-lasting and collaborative partnerships, we have become the trusted go-to education and mentoring provider for governments, peak bodies, and some of the country's leading arts and culture organisations.

COUNCIL PARTNERSHIPS



ARTS & CULTURE PARTNERSHIPS



NSW RADO NETWORK



"At Arts OutWest, we have been fortunate to work with Creative Plus Business over the past couple of years coordinating the delivery of about 20 workshops to communities within the Central West including at venues in Kandos, Portland, Lithgow, Bathurst, Orange, Molong and Forbes. Artists travel significantly within the Central West to access these Creative Plus Business workshops e.g. 150km between Kandos and Orange. We have had artists travelling from outside the Arts OutWest region including from Katoomba, Wellington and Crookwell to access Creative Plus Business workshops. Return artist's travelling widely are a testament to the excellence of these workshops."

Nicola Mason | Projects Administration, Arts Out West

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 Mentor Makers 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 program delivery is \$8,000 + GST.
- Fee includes working with you to create the day you want, our expert preparation and facilitation, creation of bespoke resources, participant support and follow-up, online resources and webinars, and all insurances.
- This fee does not include catering, venue hire, or payments to other guest speakers or panellists.
- 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. We will work with you to create an event that meets the needs of your participants, and any other stakeholders involved.

- If you'd like to extend the breaks, add some more practical elements, finish with some facilitated networking, or anything else relevant to the topic, just let us know.
- If you wish to engage local speakers or panellists for the afternoon session, let us know. Once you've chosen the right people we'll brief them on what to expect, and connect them to the lead facilitator and our admin team.
- 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 or Flip Chart for documenting notes.
- 10m extension cord + multi-plug powerboard.

Participants need to bring:

- Writing materials, and/or laptop.
- A willingness to participate.

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 for all our staff, facilitators and contractors.

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



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.



CONTACTS

Program Information

To learn more about our programs, including how we can tailor the program outline to meet 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 any asset requests, please contact:

Robbi James, Director of Engagement

robbi@creativeplusbusiness.com

Creative Plus Business Group Pty Ltd

National HQ : 40 Meagher St, Chippendale NSW 2008

Melbourne Office : 55 Collins St, Melbourne VIC 3000

Office Phone: +61 436 458 563

www.creativeplusbusiness.com

