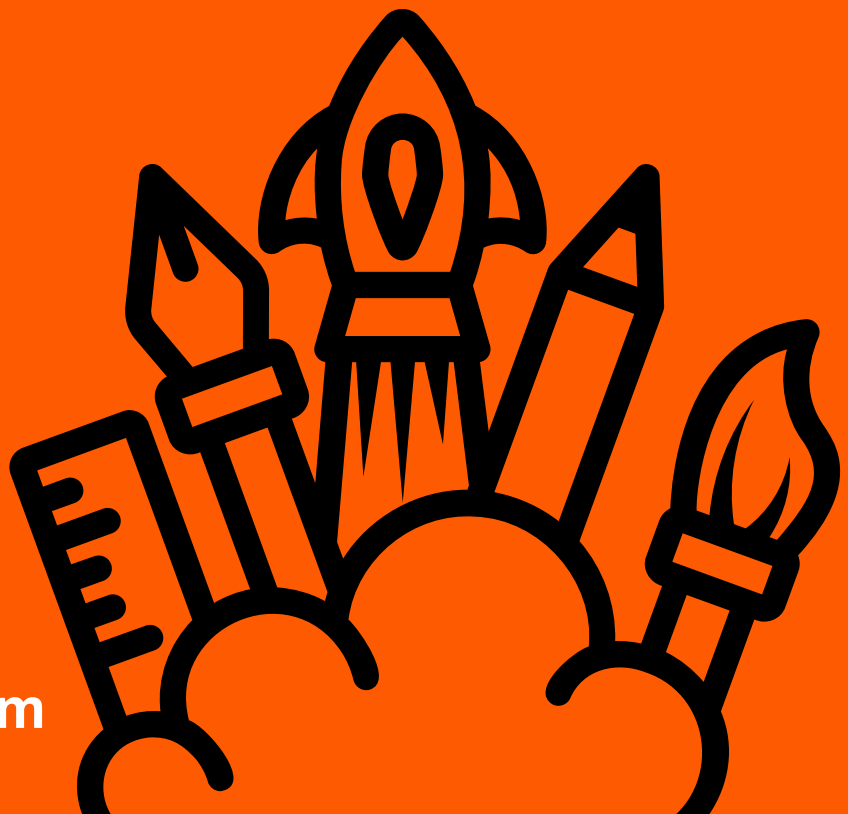
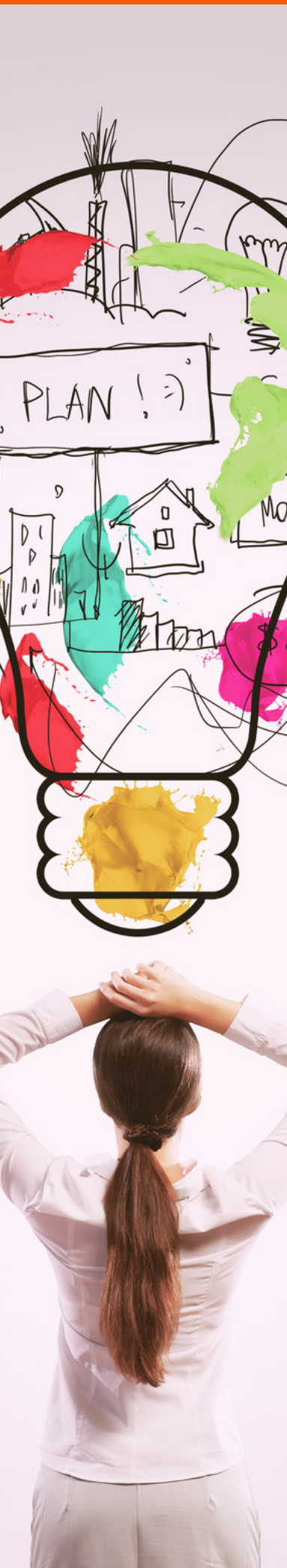


CREATIVE BUSINESS EVENTS

Four whole-day professional development intensives that combine practical learning and networking opportunities designed to help creative practitioners develop their entrepreneurial skills.

PROGRAM GUIDE





Building capacity and connection in your creative community, C+B Creative Business Events are whole-day skills development opportunities that combine our peer-led workshops with networking, practical activities, and a huge range of resources. Delivered in partnership with organisations, venues, or galleries, they can be tailored to the needs of your community.

WHY A WHOLE DAY INTENSIVE?

DEEP LEARNING & SKILL DEVELOPMENT

Short workshops are great, but whole-day events allow participants to step out of their busy lives to explore the complex areas of creative business, money, marketing, and well-being. Participants can take their time, chat to each other, and embed their new skills in practical ways.

MEANINGFUL NETWORK BUILDING

Creative professionals often work in silos. Our events create multiple opportunities for genuine relationship building through collaborative activities, structured networking, and informal conversation. These connections evolve into peer partnerships, client relationships, referral alliances, and projects that extend far beyond the event.

CROSS-INDUSTRY POLLINATION

Bringing together creative professionals leads to unexpected synergies. Participants continue collaborating, referring business to each other, and supporting one another's growth. Competitors become peers, and a lasting community of practice is sustained.

IMMEDIATE OUTCOMES

Participants typically experience tangible outcomes within days of attending. They might refine their service offerings and pricing, redesign their marketing strategy, or bring wellbeing management into their overall approach. These changes last, contributing to the overall professionalism and capacity of creative businesses in your community.

HOW IT WORKS

We like to think of our Creative Business Events as customisable one-day symposiums focused on business skills for your creative community.

It's incredibly simple to host an event:

- Select one of the four core areas to explore - Business Essentials, Marketing, Money, and Wellbeing.
- Provide a space with the necessary tech requirements.
- Set up some light catering morning tea and coffee + a networking lunch.
- Engage local creatives and organisations to help promote the event.

A whole-day business intensive is a transformative investment that pays dividends through enhanced skills, immediate impact, and expanded networks, contributing to a stronger, more confident creative community.

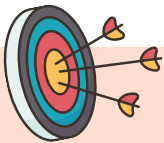
EVENT 1 CREATIVE BUSINESS BASICS

OVERVIEW

Creative Business Basics is a relaxed day where participants learn all of the essentials a creative practitioner needs to get the basics of small business right, and avoid the most common pitfalls that creatives can experience when entering the world of self-employment or establishing a business.

Creative Business Basics was designed by creative professionals to help those just starting their enterprise, emerging artists, recent graduates, and curious freelancers needing a business check-in.

It's a safe space to ask questions, where the mysteries of creative business become a little clearer - all with a specific focus on arts practice and the realities of a creative life.



LEARNING OUTCOMES

Participants in **Creative Business Basics** will learn how to:

- Set intrinsic goals and make a strategic plan for their creative business journey
- Get an ABN, check another ABN, and ensure that an existing ABN is current
- Choose the most appropriate legal structure for their work
- Register a business name legally, and find the right licenses for their work
- Manage their time in a way that works best for them
- Adapt a business plan template to their unique needs, and understand next steps for continued business development

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 1 SCHEDULE



9:00am to 9:30am

Arrive, get settled, find a new friend.

9:30am to 11:00am

SETTING & KEEPING PROFESSIONAL GOALS

The benefits of creating actionable and realistic goals, and how to stay accountable to creative success.

PRACTICAL ACTIVITY

"A Trip to Paris" - How planning a holiday and small business strategy come together.

11:00am to 11:15am BREAK TIME

11:15am to 12:45pm

THE BASICS OF CREATIVE BUSINESS

A deep dive into the vital foundations that make a small business sustainable - ABNs, legal structures, business names and more.

12:45pm to 1:30pm: LUNCH

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

1:30pm to 2:45pm

IS THAT THE TIME?

An introduction to 'non-principal work', and some simple and effective time management apps and techniques designed to work for neurospicy creative brains.

PRACTICAL ACTIVITY

Design your own Monday Morning Meeting

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

3:00pm to 4:30pm

WHAT'S NEXT? MAKING A PLAN

An overview of traditional and creative business plan templates, and a chance to take the next steps together.

PRACTICAL ACTIVITY

Sharing short-term goals and creating a practical Goal Matrix.

4:30pm: WRAP UP and CLOSE

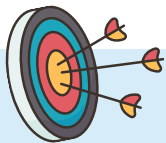
EVENT 2 MANAGING CREATIVE MONEY

OVERVIEW

Working professionally means understanding how money works, but the financial situation for creatives can be tricky. If we haven't learned to manage money as part of our professional development, then navigating numbers is scary, and emotions can be overwhelming.

Managing Creative Money is a surprisingly fun and practical day that covers the basics of financial literacy, and fights finance fears with a range of tips and insights plus knowledge of the real-world complexities of managing money in a professional arts practice or creative business.

We take a practical look at cashflow management, income diversification, what to charge, and the systems and tools available to track it all.



LEARNING OUTCOMES

Participants in **Managing Creative Money** will learn how to:

- Adapt a cost-benefit analysis tool for their own financial decision making
- Recognise common financial patterns and adopt ways to manage cashflow accordingly
- Identify personal money mindsets that may be impacting their creative practice
- Implement strategies for managing financial uncertainty between projects
- Map creative and non-creative revenue streams using a structured approach
- Determine appropriate pricing strategies for their creative work and services
- Adopt better financial management systems, processes and apps for the future

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

EVENT 2 SCHEDULE



9:00am to 9:30am

Arrive, get settled, find a new friend.

9:30am to 11:00am

An Introduction to Finances

Getting started with the money, the truth about irregular creative income and the 'famine and the feast', and how to make better decisions with the Cost Benefit Analysis.

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

11:15am to 12:45pm

Managing Cashflow

Navigating irregular income is our hardest challenge. We start with the importance of budgets, discuss realistic cashflow projections, and finish with the vital Unicorn chat.

12:45pm to 1:30pm: LUNCH

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

1:30pm to 2:45pm

Diversification of Creative Income

The key to surviving and thriving? Diversification. How to create a Revenue Breakdown with a real-world example, and tools and tips to help brainstorm ideas.

PRACTICAL ACTIVITY

Participants move into small groups for a confidential conversation about diversification.

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

3:00pm to 4:30pm

What to Charge?

A conversation about the value of creative work, and the best price point for your creative practice. Finally, a few tips on better habits and helpful apps for financial management in the future, and extra resources about superannuation and tax tips.

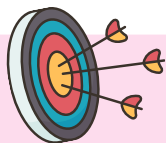
4:30pm: WRAP UP and CLOSE

EVENT 3 MARKETING CREATIVE BUSINESS

OVERVIEW

Marketing is one of the most challenging, and often fun, aspects of running a creative business. Many creatives would rather be producing than hustling, but in this fun one-day event, we'll explore the best way to make marketing more manageable by focusing on strategy before sales.

Marketing Creative Business shares a simple six-step strategic approach to promoting ourselves and our businesses. Participants will examine a range of marketing tactics across digital, print, and social; dig into the details about their customers and competitors; examine the role that word of mouth plays; and work together to explore how branding, social media and networking can help them design a more effective approach to marketing their work.



LEARNING OUTCOMES

Participants in **Marketing Creative Business** will learn how to:

- Adopt a strategic approach to their marketing and promotion needs
- Identify and profile their ideal clients, customers, and audiences
- Conduct a competitor analysis to understand their peers and market
- Evaluate past marketing successes and failures to inform future strategies
- Enhance their approach to branding, digital marketing, and networking
- Create an actionable and measurable marketing plan that fits within realistic time and resource constraints, and supports ongoing growth

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 3 SCHEDULE



9:00am to 9:30am

Arrive, get settled, find a new friend.

9:30am to 11:00am

Introduction to Marketing

An exploration of the traditional approach to marketing, how to reimagine that for creatives, and an introduction to the fool proof six-step marketing plan designed for creative practice.

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

11:15am to 12:45pm

Customers and Competitors

A look at how to understand who our clients or customers are, discover new opportunities, and using the marketplace to learn what's worked before and how we fit it into it.

12:45pm to 1:30pm: LUNCH

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

1:30pm to 2:45pm

The Tactics - Branding

How are you showcasing your creative personality? Tips and tricks for working out how best to showcase who you are, while staying within your values.

PRACTICAL ACTIVITY

A group conversation about the core elements of personal branding, with a fun discussion about colour theory.

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

3:00pm to 4:30pm

Digital Marketing and Networking

A guide to the ever-changing landscape of social media marketing, having your own website, and the wonders of LinkedIn. Finally, we'll have some fun practicing tips and tricks for a better approach to networking.

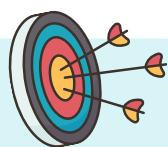
4:30pm: WRAP UP and CLOSE

EVENT 4 CREATIVE WELLBEING

OVERVIEW

Using your creativity for professional work can be both rewarding and taxing. While making money from our passion is a privilege, burnout is a reality and professional practice can be hard to maintain. How can creatives achieve relative balance between flourishing and flailing while safeguarding their inspiration? How can they also change the ways they work to better support the wellbeing of others?

Creative Wellbeing lifts the lid on a rarely discussed topic - the importance of understanding, respecting, and protecting our creativity and imagination. We create a safe and confidential space to explore aspects of 'creative illness', share ways of reducing burnout, and find practical methods to respect and safeguard creative wellbeing through a care-based approach to our business.



LEARNING OUTCOMES

Participants in **Creative Wellbeing** will learn how to:

- Understand the relationship between creativity and overall wellbeing
- Recognise signs of creative burnout and "creative illness" in themselves and others
- Develop early intervention strategies and better habits for self-care
- Create safe spaces for themselves and others
- Understand and implement cultural safety methodology
- Develop concrete action plans to balance individual wellbeing needs with collective care responsibilities

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 4 SCHEDULE



9:00am to 9:30am

Arrive, get settled, find a new friend.

9:30am to 11:00am

The Definition of Wellbeing

We begin by working out how to define wellbeing for ourselves, the different categories, and where creativity sits in the continuum. We also discuss creative illness, and how to best manage burnout.

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

11:15am to 12:45pm

Practical Strategies for Self

Together we'll brainstorm practical ways to respect and safeguard creative wellbeing in daily professional life.

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 Others

Care-based business in a creative context 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.

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

3:00pm to 4:30pm

Bringing It Together

A radical rethink of what it means to run a creative business or an arts organisation, or lead a creative project work. How can we infuse creative and cultural safety, DEAI, Trauma Informed Practice and wellbeing into everything we do? A strategy session.

4:30pm: WRAP UP and CLOSE

PREVIOUS EXPERIENCE: CASE STUDIES

Program: Financial Management for Creatives

Delivered: May 2024

Location: Mornington Peninsula, VIC

A packed audience of creative hobbyists and emerging freelancers came together to learn best ways to navigate the financial landscape. The event included a series of engaging and practical workshops, panel discussions and networking opportunities designed by creatives, for creatives.

"Thanks so much for your amazing workshop The feedback has been overwhelmingly positive! Thanks again for sharing all your expertise in such a skilful way!"

Rebecca Owens, Arts and Project Support Officer
Mornington Peninsula Council



Program: Work of Art

Delivered: Throughout 2024

Location: Multiple Across Regional NSW

The Work of Art program was designed to foster business development for women in creative industries. We facilitated creative business days for over 60 women from diverse arts practices with each event combining a full-day of training, followed by a networking event, and peer-to-peer facilitated skills sharing. The final stage of the program involved co-design of the Regional Women's CCI Showcase in November 2024.

"Thank you for all your help throughout the work of art program, I feel as though my ideas and confidence on many different aspects of creative business have developed."

Kim McLean, Contemporary Artist and Designer

Program: Creative Business Day

Delivered: March 2025

Location: Lake Macquarie, NSW

Lake Macquarie City Council hosted a Creative Business day focussed on branding and networking for local creatives, part of their Live and Local program. Our facilitator Cat Dibley led an enthusiastic cohort of artists and makers who learned the ropes and then enjoyed practicing their new-found skills in a safe and friendly environment. Over lunch, attendees also heard about the rise of the biennial Cementa Festival from founder Alex Wisser.

"Thank you for an amazing day of workshops, it was AWESOME. I look forward to more words of wisdom."

Joanna Davies, Visual Arts and Public Programs Leader
Lake Macquarie City Council





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 a Creative Business Day event?

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 a Creative Business Day cost?

- The fee for each event is \$8,000 + 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. If you'd like to extend the breaks, add 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 Events, or to create a bespoke program outline that meets the needs of your community or organisation:

Jillian D'Ercole - Head of Education

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Marketing & Engagement

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

Robbi James - Head of Marketing and Engagement

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