

Creative Pulse

The Art of Business Growth

October 2023 to April 2024

Participant Information



Acknowledgements

South Coast Arts acknowledges the Dharawal and Dhurga-speaking First Nations peoples as custodians of flourishing creative and cultural expression embodying deep spiritual, ecological, historical, and social knowledges extending to ‘time immemorial.’

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Summary

Creative Pulse: The Art of Business Growth is a program to support creatives from the South Coast Arts region (Shellharbour, Kiama and Shoalhaven) in their creative business marketing to develop and sustain engagement with their target audiences.

The program will include;

- Workshop based training sessions covering:
 - A Creatives Guide to Marketing
 - Understanding Branding
 - Using Instagram
 - Creating Social Media Reels
 - Smartphone Photography for Promotion
 - Crowdfunding
 - Sales Bootcamp
- Six months of one-on-one coaching with a professional business coach

There are 10 positions available for this seven-month program and artists and creatives from all genres are welcome to apply. Participants will be selected based on:

- Quality of application
- Availability to attend the entire program
- Existing business status ie you must have an existing ABN and website or Facebook Business Page (not a profile page)

Participant spread from across the region and range of arts genres will also be taken into consideration.

First Nations participants are encouraged to apply.

Participants will include sole traders and business owners in the arts and creative industries. Some will be seasoned operators with extensive experience while others will be starting out on their creative career.

Commitment

Participants will need to commit to attending the full program of activities.

The program will include a mix of face-to-face and online sessions. The expected sessions will include:

- One 2hr introduction session Fri 29 September 2023 – face to face
- One full day workshop, Fri 6 October 2023 – face to face
- One half day workshop, Fri 20 October – face to face
- One full day workshop, Fri 3 November 2023 – face to face
- One full day workshop, Fri 16 February 2024 – face to face
- One 1hr follow up session, TBC February 2024 - online
- 3x 2hrs workshop sessions, TBC March 2024 – online
- 12 one on one 1hr coaching sessions Nov 2023 to April 2024 – online or face to face
- One 2hr project completion and evaluation session, TBC May 2024

Timeframe

October 2023 to April 2024 (7 months).

Cost

There is no cost to participants in the program.

Location and Times

Face-to-face workshop locations will be held as geographically central as possible to the majority of participants, all workshops will be held on Fridays.

Participants will need access to the internet and computer for the online sessions.

Coaching sessions will be held at a time and location negotiated between participant and coach.

The Project Team

Creative Pulse: The Art of Business Growth will be delivered by staff from South Coast Arts in partnership with professional coaches and workshop facilitators from the South Coast Region.

Our Business Coaches will be:

- Glenn Haworth; [Resolve Business Coaching](#)
- Miranda Packer; [The Word Bird](#)
- Natasha Osmond-Dreyer; [Blue Marbles](#)
- Rebekah Lambert; [Unashamedly Creative](#)

Our Workshop Facilitators will be:

- Monica Davidson; [Creative Plus Business](#)
- Glenn Haworth; [Resolve Business Coaching](#)
- Rebekah Lambert; [Unashamedly Creative](#)
- Pete Izzard; [Pete Izzard Photography](#)

South Coast Arts Executive Director, Louise Croker is the contact and program coordinator.

The Workshops

Creative Pulse: The Art of Business Growth will include comprehensive training workshops in a range of subjects designed to help participants develop and sustain their business marketing and growth.

The workshops will be run by the experienced and professional members of our Project Team.

<p>Marketing and Branding:</p> <p>A day long session by Monica Davidson introducing the basics of marketing and branding. The six steps outlined in <i>A Creative's Guide To Marketing</i> have been designed specifically for creative professionals and will take the pain out of promotion.</p> <p>Learn how to make the most of branding and build a loyal community of clients and customers that are engaged and interested, willing to spend money, and happy to spread the word.</p>	<p>Instagram:</p> <p>A half-day session with Glenn Haworth learning how to optimise Instagram, grow audiences and build an online community of raving fans, that will help your business thrive by attracting quality leads that can turn into sales.</p>
<p>Sales and Crowdfunding:</p> <p>A day long Sales Bootcamp with Glenn Haworth teaching the fundamentals required to get you started and improve your sales.</p> <p>Three 2-hour online sessions with Rebekah Lambert exploring Crowdfunding through; Audience building and priming them to give, Mindset work - finding the stamina and getting over the cringe of asking for money, Community building and hitting the right marketing note.</p>	<p>Photography and Reels:</p> <p>Glenn Harworth and Pete Izzard will take you on a day long journey exploring social media Reels and why they are a powerful force for engagement with your audience. Along with learning how to take great promotional photographs on your smartphone.</p> <p>This training will be fun and interactive, and you will need your smartphone with you to practice those important shots.</p>

The Coaching

Creative Pulse: The Art of Business Growth participants will be matched with a business coach to support them in taking what they have learned through our expert workshops and putting it into sustained action.

Participants will meet all the coaches at the Introduction Session to be held in late September and will have the opportunity to see who they feel is a good match for them. Coaches and participants will then be matched with participants based on mutual connection and availability.

Timeline 2023-24

	SEP	OCT	NOV	DEC	JAN-24	FEB	MAR	APR	MAY
Introduction Session	2hrs 29/9								
Workshops									
Beginners Marketing		Full Day 6/10							
Understanding Branding									
Instagram		Half Day 20/10							
Reels			Full Day 3/11						
Photography									
Bootcamp						Full Day 16/2			
Crowdfunding							3 x 2hr sessions TBC		
Follow Up Session						2.5hrs TBC			
Coaching			2 x 1hr sessions per month – F2F or online						
			2 x 1hr sessions per month – F2F or online						
End of Program Celebration									2.5hrs TBC

Face to Face	
Online	

Contact

All questions or queries regarding *Creative Pulse: The Art of Business Growth* can be referred to;

Louise Croker

Executive Director

South Coast Arts

Email director@southcoastarts.org.au

Phone 0409 829 521