

BE  
CREATIVE  
MAKE  
MONEY  
LOVE  
YOUR  
WORK!

# ABOUT US

Creative Plus Business is a social enterprise dedicated to educating creative people and arts organisations about business skills. We are industry specialists focussed on the diverse needs of a broad range of creative stakeholders. We've been sharing practical knowledge and experience through a range of services and online products since 2015.

Our clients include practitioners from every arts profession and organisations that service the creative industries in a wide variety of ways. We also work with all levels of experience, from curious hobbyists to arts graduates, solo freelancers to small teams of arts entrepreneurs, as well as educational institutions, not-for-profits, councils, and larger creative companies.

Our programs help creatives to build their professional skills, improve confidence, increase their capacity, and embrace the positive impact of adding entrepreneurialism to their creative practice.

Since our inception, the team at Creative Plus Business has worked with hundreds of clients and thousands of individual practitioners to help them fully realise the benefits of becoming better at business.

## Values Statement

**Creative Plus Business values honesty, creativity, professionalism, and humour.**

We believe in supporting arts professionals, including each other, through the interesting and rewarding process of being a professional creative. We value practical and positive strategies that work, a no-bullshit approach to challenges, an optimistic outlook that favours action and independence, and a good laugh. We will never stop challenging myths about working creatives, exploring our art, caring for each other, and practising radical empathy.

## Vision

Our vision is to contribute to the growth and success of every creative business, no matter what size, no matter what industry.

**Be creative – make money – love your work!**

## Mission

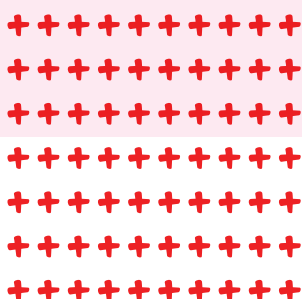
Creative Plus Business exists to support creative practitioners as they develop the entrepreneurial aspects of their practice. We inspire confidence and encourage competency through down-to-earth programs, informative resources, entertaining delivery, and valuable knowledge exchange. Our recipe consists of practicality, a touch of respectful irreverence, and a big dose of professionalism tempered with kindness and empathy.

## What are the Creative Industries?

We work across the whole of the creative industries, including:

- › advertising and marketing;
- › architecture and built landscapes;
- › design in all its forms, from graphics to fashion to interpretation;
- › film, television, online media, and screen;
- › radio and podcasting;
- › music performance and composition;
- › performing arts of all kinds;
- › creative aspects of software development and interactive content;
- › writing, publishing, and print media;
- › visual arts, crafts and making.

Find out more at  
[creativeplusbusiness.com](http://creativeplusbusiness.com)





**Monica Davidson**  
**Founder of**  
**Creative Plus Business**

## **About Monica**

Monica Davidson is the founder of Creative Plus Business, and an award-winning expert on the creative industries. Monica began her professional life as a filmmaker and writer, and her personal experience highlighted how unprepared creative people can be for the realities of running a small business. Monica started informally helping other creatives to build their businesses, and after twenty years of creative practice she formalised her experience by completing a Masters Degree in Screen Arts and Business. In 2013 Monica was named as Australia's first Creative Industries Business Advisor, consulting with the NSW Small Business Commissioner to create small business education and advisory programs specifically for creative industry. Monica started Creative Plus Business the following year to capitalise on her combined experiences, and since its inception the social enterprise has grown to help thousands of individual practitioners to develop all aspects of their creative businesses. Monica was named as one of the Australian Financial Review's 100 Women of Influence for her work in the creative industries, and in 2019 she received the inaugural Creative Trailblazer Award at Creative 3, a national award from QUT Creative Enterprise Australia that celebrates "an individual who creates enterprises and opportunities and who advocates, mentors, donates, educates and advises within Australia's creative economy".

**Find out more about Monica at**  
**[creativeplusbusiness.com/](https://creativeplusbusiness.com/about-monica-davidson)**  
**[about-monica-davidson](https://creativeplusbusiness.com/about-monica-davidson)**



## **About the Team**

The Creative Plus Business team are unique – we are all creative professionals from a wide range of arts practices who also have training and experience in the world of business. The whole team, from our admin assistants through to our senior consultants, have the rare combination of practical business knowledge and skill coupled with the lived experience of working in the arts. We are not representative of 'suit world' telling creatives how they should behave. We are writers, filmmakers, performing and visual artists, musicians, and designers who have all made money from our craft. We also represent diversity in our professional experience, education, cultural background, ethnicity, sexuality, and gender identification.

Because of our shared experience, the team are passionate about guiding our creative peers through the challenges of starting and running a small business or arts organisation. We have all been there, and we genuinely want to help. We also have the no-nonsense, pragmatic approach (coupled with a great sense of humour) that comes from years of practical experience in the engine room of the creative economy. We have lived creative business, we have learned from it, and now we are dedicated to sharing our knowledge with others.

**Find out more about the team at**  
**[creativeplusbusiness.com/team](https://creativeplusbusiness.com/team)**

# EDUCATION

The core purpose of Creative Plus Business is education. Entrepreneurialism is usually not a priority in a creative person's education, so recent graduates, professional creative freelancers and leaders of arts organisations can all be unfamiliar with the basics of business.

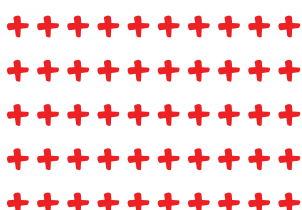
Creative practitioners who want to be self-employed, and arts organisations that need to improve their capacity and diversify their income need tailored business training in order to learn more about business. They also require professional support and mentoring during their learning.

The Creative Plus Business team have delivered hundreds of programs including:

- › workshops for the general creative public,
- › specialist seminars and masterclasses for in-house delivery,
- › bespoke consultancy for educational institutions,
- › guest lectures for training organisations and government bodies.

We make learning about the dry world of business as fun as possible, regardless of experience, age or creative practice. We aim to inspire creative practitioners to improve their skills, and our programs deliver impeccable commercial and industry knowledge with empathy, humour, and pragmatism.

**Find out more at**  
[creativeplusbusiness.com/services/education](https://creativeplusbusiness.com/services/education)



## **Education Case Studies #1**

### **Regional Australia – Bespoke Workshops**

Creative Plus Business offers over twenty short workshops designed specifically for creative professionals at every stage of their development. In the last five years we have partnered with a large number of councils and arts organisations to bring some of our most popular workshops to regional and remote Australia.

Our regional workshops are always created in close consultation with our partner organisations to ensure an empathetic delivery to the local creatives.

The participant response to our regional workshops is universally positive, for both the pragmatic and accessible information shared and for the fun and entertaining delivery.



Our regional partners include development organisations across the Regional Arts Australia network, councils from Bega Valley and Broken Hill to Launceston and Wodonga, and creative stakeholders from Byron to the Pilbara. We have presented workshops in lecture theatres, church halls, schools, pubs, and even car parks!

Our clients report a marked improvement in the professionalism of their local creatives after our workshop delivery, and we have established long-term working relationships with many regional and remote stakeholders who have gone on to participate in our advisory services, online offerings and webinars.

**“From start to finish our dealings with Creative Plus Business were easy and reliable, and the workshops were outstanding ... I was very impressed by the excellent feedback received and reassured that programming the workshops into our events calendar is an incredibly safe investment in building the strength of the creative economy of our region.”**

**Alison Vandenberg**  
Economic Development Officer, Bega Valley Council

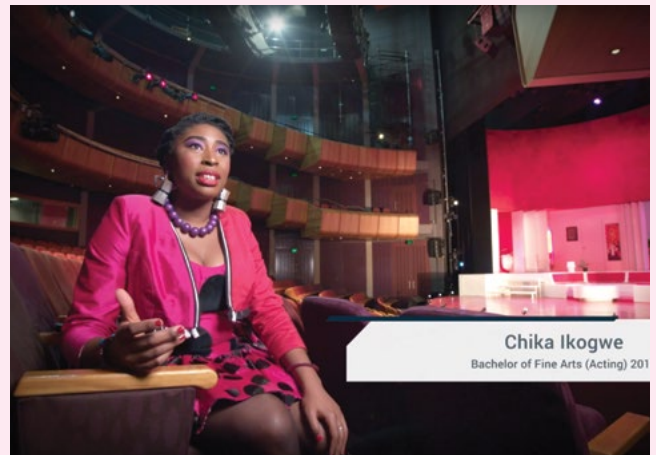


## Education Case Study #2

### National Institute of Dramatic Arts – In-House Delivery

In 2011 our director Monica delivered a guest lecture about freelancing to the graduating class of actors at Australia's premier dramatic academy. Now, Monica and the team at Creative Plus Business write and deliver a sixteen part program of Professional Practice lectures. Our students are the graduating classes of the Acting, Costume, Design for Performance, Properties and Objects, Technical Theatre and Stage Management courses. The lectures cover all aspects of creative self-employment, including practical information about best small business practice and planning, marketing, finance, and more.

Graduates of the NIDA Professional Practice program are now emerging leaders in the performing arts industry, including award-winning performers Chika Ikogwe and Joel Jackson. Both report that Creative Plus Business has helped them to set up freelance businesses, embark on producing careers, and have better partnerships with their agencies. They have also continued to access our support as clients in their own right.



**“Monica is one of the most inspirational, motivational and thorough lecturers I have had in the course of study at NIDA... this results in a student who is self-motivated and encouraged to be bold, strategic and then audacious in pursuit of their creative life.”**

**Di Drew**  
Head of Film and Television, NIDA (2015)

# ADVICE



## Advisory Programs

Creative practitioners flourish when they have access to one-on-one advice, and mentoring about the intricate issues of business. The Creative Plus Business advisory programs allow individual creatives and representatives of arts organisations to ask hard questions, work through challenges and access advice in a confidential and supportive environment.

Creative Plus Business offers a unique suite of tailored advisory services:

- › **CHAT** A casual one-off session of coaching about any creative business related topics;
- › **GROW** A series of six sessions that help practitioners and businesses stay on track and remain focussed and accountable through periods of change, growth and development;
- › **PLAN** A day of brainstorming around ideas, strategies and directions, which is best used by groups or individuals who are seeking an intensive business planning session to help them navigate the trickier aspects of growing their creative business or organisation.

The distinctive feature of our advisory services is that all Creative Plus Business advisors are both experienced creative practitioners and experts in business. This combination of professional empathy and industry knowledge is the elixir that has resulted in over 5,000 satisfied advisory clients across a range of programs since 2015.

Our programs follow a tested method, focussing on intrinsic goals and the understanding of a client's capacity in terms of creative practice, business nous and personal ability.

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## Advisory Case Study #1

### NSW Business Connect – Expert Advisory Services

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help participants to start or grow a small business. Creative Plus Business provides confidential, independent business advice and skills training for small and medium businesses in creative industries across NSW as part of the NSW Government's Business Connect program. We are the only specialist providers working in creative industry in any of Australia's government-funded small business programs.

Creative Plus Business has managed the contract from 2015, and has provided advisory services and workshops to over two thousand creative practitioners from all areas of the state. Our team of advisors has helped participants to work through challenges including starting up, marketing, HR and recruitment, diversification of income, growth and more.

Our facilitation of the program resulted in an Outstanding Achievement Award in 2017 and an increase to our funding of over 400% due to demand for our services.



**BusinessConnect**

Funded by the NSW Government



### City of Sydney Creative Spaces – In-House Advisory Programs

The City of Sydney owns a number of properties that are suited to people working in creative industries, and they offers short and long-term programs that provide affordable studios or workspaces to local creatives. In addition to subsidised rent, the City commissioned Creative Plus Business to offer advisory services to tenants in those spaces to help them build their creative businesses to the next stage of development. We have been working with the City since 2015 to help small to medium creative enterprises take the next step into business success.

In that time we have facilitated all of our advisory programs to a range of clients, including Pine Street Creative Arts Centre, Alaska Projects, Mod Productions, East Side Radio, Milk Crate Theatre, Australian Centre for Photography, PACT Theatre, VibeWire, Cobbstar Productions, and Spunky Bruiser.

When surveyed, 100% of the participants rated the quality of the advisory program as very high, and all felt that it met their business needs. Many have continued as private clients to continue their work through the GROW program.

#### What did you like best about the advisory program?

- › **My advisor had a great range of options for me and was very well researched.**
- › **open. listening. friendly. knowledgeable.**
- › **The direct experience our consultant had with our business.**
- › **Down to earth. I felt listened to, my advisor responded to my issues.**
- › **My advisor listened and responded well to my needs.**
- › **She shared other interesting options that I had not previously considered for my business.**

#### Advisory program clients included:



# CONSULTANCY

The team at Creative Plus Business have provided expert consultancy to a range of government agencies and educational institutions to help them connect their programs to the practical and real-world needs of professional creatives.

We understand (and empathise with) the needs of brave creatives who are freelancing, building businesses and struggling with the challenges of making work and making money. Not only have all of our team members experienced similar hardships, but our workshops and advisory services bring us face to face on a daily basis with the real business requirements of creative professionals.

Organisations and institutions that need a practitioner's perspective incorporated into their programs can save time and hassle by engaging us to provide expert advisory services on any program related to the practical intersection of business and art. We have decades of practical experience working with artists in the engine room of the creative economy.

## **Screen Australia – Funding Program Consultancy**

In 2018 and early 2019 Monica and the team worked with the Industry Development unit at Screen Australia to help create the revamped Enterprise Business Ideas and People programs. We analysed why some recipients of previous Enterprise funding had not successfully met program outcomes, and identified the issues that had contributed to the challenges they experienced. We then created a report that reviewed all documents, and provided suggestions for improvements, with the aim of maintaining the vision for the fund while enhancing the rigour of the application process.

Many of our suggestions were incorporated into the final application process, and Screen Australia has now funded over 30 applicants through the Enterprise Business Ideas and People programs – including several past and present Creative Plus Business advisory clients.



## Advisory Case Studies

### Create NSW – New Income Toolkit

Working in conjunction with Generate, our director Monica contributed three sections to the *Creating New Income Toolkit* that was released by Create NSW in November 2018. The Toolkit is tailored to creative practitioners, and small to medium organisations, and adopts a “how-to” approach for topics related to growing and developing income streams.



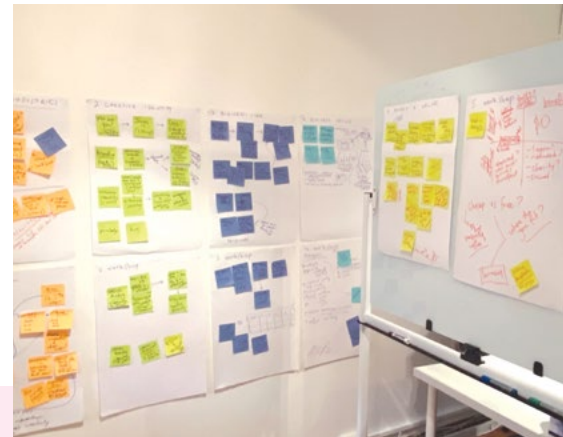
Monica wrote the sections on:

- › New Products and Services, which outlined ways to identify and develop commercial income streams for creative practice, pricing guides, creating value and coordinating launch;
- › Business Sponsorship, which covered how to identify and start conversations with sponsors, how to develop a sponsorship proposal, and how to close the deal;
- › Telling Your Story, which showed how to calculate and communicate the impact of creative work, how to run a social media campaign and leverage your brand, and how to pitch.



**“By sharing our gathered industry expertise and practical experience, we are keen to help organisations to become financially sustainable through strategies including philanthropy, sponsorship, crowdfunding and the introduction of new products. This toolkit has been developed in direct response to sector feedback that asked us to share best practice advice on how to build skills and capacity across these key areas. I’m certain this will be an invaluable asset across the state.”**

**Don Harwin**  
Minster for the Arts (2018)



### Charles Sturt University – Educational Consultancy

In 2020 Dr James Farley engaged Creative Plus Business to help create an educational program for the School of Communication and Creative Industries at Charles Sturt University. Our focus was to help the University include both academic and practical elements in the program, so that students could develop their own business plans and formulate realistic career trajectories on completion of their creative industries studies.

The emphasis was on providing students with a clear understanding of the ‘real world’ of freelancing and the gig economy that they would be graduating into.

We worked with James to create six learning modules, consisting of lectures, tutorials, and additional resources – all designed to fit the pre-approved Subject Outline and Curriculum. Our client was very happy, and students responded extremely well to the delivery of the new ‘real world’ approach to their academia.

# CHARRETTES

Creative Plus Business are expert facilitators of the collaborative, and practical workshop format known as a charrette. This intensive and formulaic approach to problem solving and design thinking is designed to help large groups work through challenges and reach a shared vision for an idea, a plan, a strategy or a creative project, in as little a time as possible.

We have worked extensively with government, commercial, and not-for-profit groups to help them use this fast and inclusive framework to work out issues of community engagement, strategic planning, marketing methodology, and more.

The charrette is ideal for creative organisations or groups who need to reach quick agreements about the challenges surrounding a clearly identified project. The intensive nature of the charrette can forge strong relationships, identify root causes and priorities, and quickly coordinate agreements. Ultimately a charrette can also contribute to an overarching strategy, funding document or business plan.

## Grafton Regional Gallery – Regional Development and Funding Consultancy

Creative Plus Business was engaged by creative consultant Kenneth D. Crouch to provide a charrette as part of an overall business and strategic plan for Grafton Regional Gallery in 2017. The charrette was designed to engage with as many of the Gallery's stakeholders as possible, to discuss the challenges of engaging the local community and government, as well as marketing and promotion, discoverability, and revenue generation. The purpose of the plan was to provide a business case for further expansion of the Gallery, for submission to the Regional Cultural Fund and Office of Local Government.

The Creative Plus Business team coordinated and facilitated the day, and provided support for Kenneth in the writing phase with follow-up research and intelligence gathered from the participant stakeholders. The final business plan and economic evaluation was submitted in February 2018, and in May the Gallery was awarded a \$7.6 million grant to extend and refurbish, covering 100% of the construction costs requested.



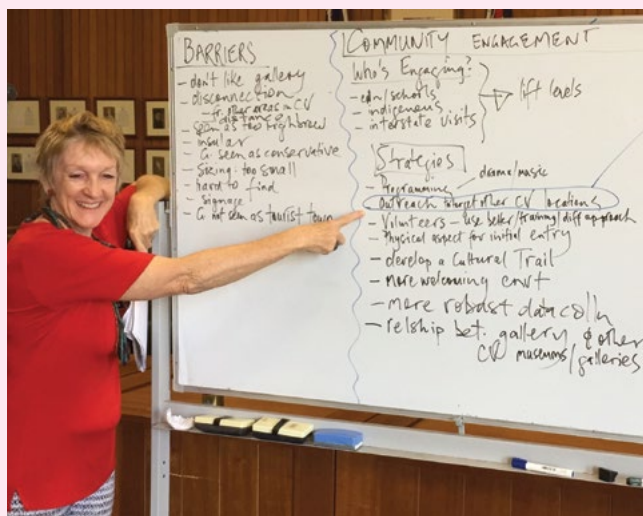


## Charrette Case Studies

**“Thank you, we appreciated your work. Loved the Charrette workshop. You will definitely be included on any grand opening list!”**

**Rebecca Ryan**

**General Manager, Blayney Shire Council**



### Lismore City Council – Cultural and Community Development Support

In 2017 the Creative Plus Business team was successful in a bid to work with Lismore City Council to facilitate a one-day Cultural Hub charrette. The Northern Rivers has the highest number of creative practitioners and businesses outside the capital cities, so the objective was to have all stakeholders agree on how Council could establish Lismore as the most significant regional Cultural Hub in Australia.

Attendees at the charrette included representatives of Arts Northern Rivers, Northern Rivers Performing Arts, Lismore Chamber of Commerce, and The Honorary Ben Franklin MLC, NSW Parliamentary Secretary for Energy and the Arts. Creative Plus Business facilitated the charrette, and the day culminated in presentations to Mayor Isaac Smith. Council were very pleased with the outcomes of the day, and after the inaugural Artstate conference later that year Lismore proudly took its place as “the heart of the region’s creative industries.”



# BUSINESS AND STRATEGIC PLANNING

Individual practitioners, small to medium arts enterprises and larger creative organisations often need assistance in workshoping, developing, and writing business and strategic plans.

Creative Plus Business has extensive experience in helping our clients to draft, improve, and complete their plans, whether for internal guidance or for grant applications and funding approvals. Our unique combination of creative understanding and business nous provides an empathetic and comprehensive approach to the planning process, with a clear view on the outcomes required by our clients. We can work with small teams and individuals, or with large groups to facilitate a shared outcome and approach.

Since 2015 we have assisted over fifty clients in their business and strategic planning process, including Arab Theatre Studio, Tantrum Youth Arts, US-based production company Refinery, New England Regional Art Museum, AfroSistahs, editors from the Australian Screen Editors Guild, artists from the National Association of Visual Arts, T Projects Arts Consultancy, and South East Arts.

ARAB  
THEATRE  
STUDIO

REFINERY

SouthEastArts

NERAM  
NEW ENGLAND REGIONAL ART MUSEUM

australian screen editors

AFROSISTAHS

## Sydney Trains – Charrette and Business Plan Package

In late 2019 Blayney Shire Council engaged Creative Plus Business as consultants to create a finished business plan for the Platform project, a disused railway station and grounds in the town of Blayney that is owned by Sydney Trains. The goal is to turn the buildings and grounds into a local community arts space.

The Creative Plus Business Team approached the business planning process from multiple angles. We personally interviewed ten key individuals from the region, including Mayor Scott Ferguson, and conducted two community surveys online. We then facilitated

## Campbelltown Arts Centre – Planning Days

Campbelltown Arts Centre is a cultural facility of Campbelltown City Council that serves as a secure platform for communities and artists to take risks, challenge perceptions, confront issues and raise questions. In 2019 Mouna Zaylah, C-A-C Business Coordinator, asked Creative Plus Business to facilitate three business and strategic planning days with director Michael D'Agostino, curators, producers, facilitators and all staff – a feat never accomplished before.

## Business And Strategic Planning Case Studies

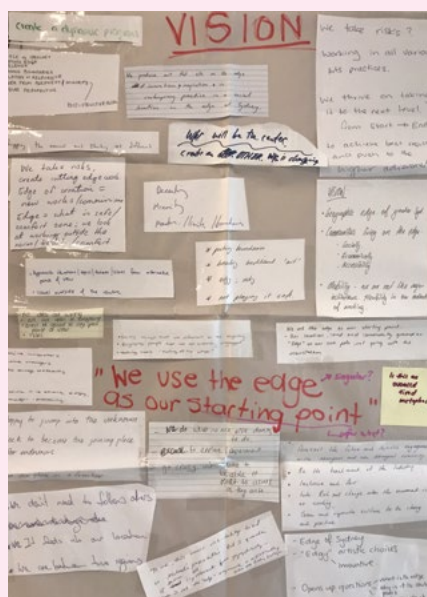
a charrette with twenty participants, and examined the challenges of purpose, funding, governance, risk management, and community and visitor engagement.

After extensive additional research and financial modelling, the final business plan for Platform was delivered in November 2019. The process served to inspire enthusiastic engagement from the local community, and Council expects to use the business case to support grant and funding applications. Sydney Trains has also committed to supporting the Platform project for the foreseeable future.



We worked with the leadership team at C-A-C to create interesting and engaging planning activities and presentations for all three days. Our core goal was to reach a united understanding of C-A-C's purpose, to overhaul some of the internal workings of the organisation, and to develop a strategy for the practical implementation of this shared vision for the future.

The team at C-A-C were thrilled with the outcomes of the day, and have already started planning for a facilitated annual gathering with the same shared focus.



**“Thank you for your brilliant work with us on our strategic planning days. We had some great discussions that brought out some really good ideas. It was great working with the Creative Plus Business team.”**

**Bronwyn Papantonio**  
Grants and Development Officer,  
Campbelltown Arts Centre





# ONLINE PROGRAMS

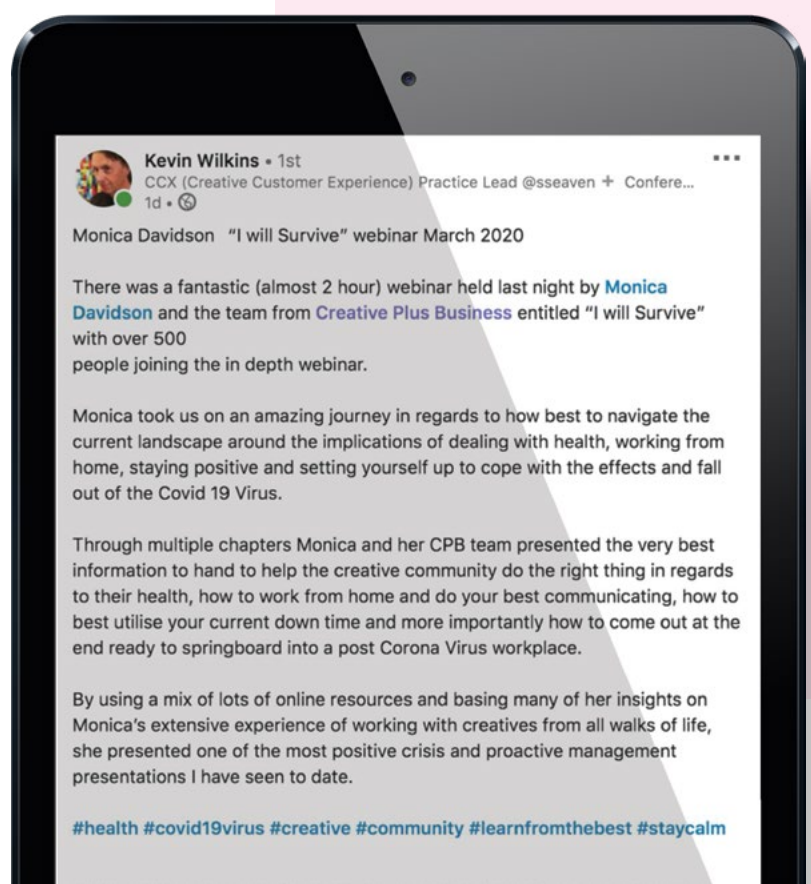
Our director Monica Davidson created our first online creative business and marketing program for a client in 2008. Twelve years later, during the COVID-19 pandemic and economic crisis, Creative Plus Business delivered weekly online workshops and webinars, as well as developing a twelve-part online program entitled *Deadlines, Dreams and Goals*. The webinar *I Will Survive*, which addressed an immediate course of action for creatives at the beginning of the COVID-19 crisis, was viewed live by over 2000 participants. We have created online programs for clients such as Screen NSW and the Equity Foundation, using a combination of delivery platforms including Zoom, Google Hangouts, Classroom and Crowdcast. Over 2200 individuals have accessed our online programs on Crowdcast between June 2019 and July 2020, with over 3000 views on our Facebook channel.

We have the skills and experience to create and deliver engaging, practical, and accessible online programs of any size and length – from a 30-minute webinar to a comprehensive e-learning package. Our participants have raved about the winning combination of entertaining delivery and impeccable educational resources that is consistent across all our online programs.

**#learnfromthebest**

## National Association of the Visual Arts – Bespoke Client Program

In 2009 Monica created an online training program for the National Association for the Visual Arts called *Planning for Success: Marketing, Promotion and Grant Writing*. The course was delivered over five weeks, and consisted of tutorials, practical exercises, and guest interviews with artist Ben Quilty and David Handley, founder of Sculpture by the Sea. Ten selected emerging artists participated, many of whom have become award-winning





## Online Program Case Studies

practitioners, and are still Creative Plus Business advisory clients to this day. Despite the technological challenges of delivery, the course was a success.

Over the years we developed and delivered several other programs for NAVA Connect, taking advantage of more advanced technology, including the online program *Art Business Basics (ABB)*. Launched in 2013 and run annually until 2017, ABB assisted artists in dealing with and managing common business challenges, and the program culminated in the participants creating a business plan for their own career. The course was delivered in collaboration with guest

lecturers Chris Chow (lawyer) and Brian Tucker (accountant). Over the four years of the program 54 participants successfully created business plans for their arts practice, as well as building their confidence and opening their horizons to learning business online.



**“On behalf of the NAVA I want to thank you for working with us on the development and implementation of our inaugural on-line training program for visual artists. Your experience and knowledge about the issues and motivations required by people running their own business allowed us to deliver a program that was relevant and embraced by the participants. NAVA staff also gained from working with you.”**

**Tamara Winikoff**  
Executive Director, National Association  
for the Visual Arts (2009)

### **e-Learning Program – Deadlines, Dreams and Goals**

In March 2020 Creative Plus Business designed and launched their own e-learning program, *Deadlines Dreams and Goals*. DDG helps participants to identify what they want for their professional and creative life – and make a plan to get there. Topics include how to make goals, ideas evaluation, time management, better approaches to deadlines, making a goal map, and more. The whole program consists of twelve units, containing fifty lessons in all. Each unit comprises video materials, resources, readings, and practical activities to make the most of the learning experience.

Participants in the course have found it invaluable, and Creative Plus Business is now developing several more long-form e-learning programs to support the educational needs of creatives in Australia and globally.

*By the end of just section two of this course, I was hit with a rush of inspiration and I suddenly achieved a heap of business tasks I kept telling myself I'd get to eventually. Thank you Creative Plus Business, for creating this online course – it's been a great help to me!*

**Simon Edds, actor**

*I've just completed Deadlines, Dreams and Goals and am feeling pumped about making plans and progress on my creative business ideas. I'm really looking forward to getting stuck into some of the things I've learnt here and am feeling like I have some clear direction for the next phase of this adventure.*

**Angie Who, musician**

*"Deadlines, Dreams and Goals" is a down to earth approach to "getting back on track". The course takes a gentle, honest and humorous approach to getting your ideas and dreams out of your head, onto the page and then into reality. I highly recommend this course as a frame to invest time and energy into yourself personally and artistically.*

**Rosslyn Wythes, dancer**

# PACKAGES

Creative Plus Business offers a diverse collection of methods for creative practitioners and arts organisations as they develop their business, financial and marketing skills. While many of our clients have been happy to sample just one of our offerings, some have needed more. We are always happy to create bespoke packages for clients who need a combination of methodologies to support creative entrepreneurship, for both real-world and online delivery.

+++ Call us on 02 8091 2082  
+++ or email [hello@creativeplusbusiness.com](mailto:hello@creativeplusbusiness.com)  
+++ to discuss the bespoke needs of your  
+++ organisation or creative stakeholders.

## **Making It Possible – Women Returning to Work**

In 2018 and 2019 Creative Plus Business teamed with Women In Film and Television (WIFT) and Screenworks to deliver Making It Possible, a program specifically designed to address the needs of women returning to work in the screen industry after a career break due to caring responsibilities. The program was supported by funding from Women NSW, South Australian Film Corporation and Create NSW.

## **Wide Angle Tasmania – Support for Screen Entrepreneurs**

Wide Angle Tasmania received funding from the Tasmanian Government to boost the entrepreneurial skills of their local freelance filmmakers. We put together a bespoke program for the organisation, which started with three weekend workshops at their Hobart base. The weekends covered business skills and planning, financial management, and marketing, and were attended by over sixty selected participants. Feedback from the first weekend was so positive that a waiting list was needed for future workshops

## Package Case Studies

Creative Plus Business created and facilitated a one-day workshop that focussed on addressing the challenges faced by women re-entering the screen industry, followed by individual advisory services for each participant. During each workshop a psychologist was present to assist the women with the more difficult personal challenges, and children were welcome as child care was provided.

Making It Possible provided a holistic approach to personal, career and creative advice, through an empathetic and realistic perspective on training and support. We successfully delivered the program and advisory services in Sydney, Penrith, Byron Bay, Bega, Dubbo and Adelaide to 95 women.



**“The South Australian Film Commission has long been committed to promoting and encouraging greater participation of women within South Australia’s screen sector at every stage of their career. We are proud to support the Making it Possible Program as one of the inaugural recipients of our new Industry Development funding.”**

**Satu Teppo**

**SAFC Head of Industry Development, Partnerships and Engagement (2019)**

based on the huge demand for the education we provided.

As a result of this high demand, we also contributed information and videos to help create an online resource entitled Screen

Entrepreneurs, which could be accessed by Wide Angle members free of charge after the conclusion of the three workshops.

With further funding from Screen Tasmania, four participants were

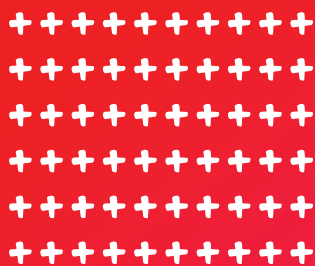
then selected for the GROW program. They have undertaken six mentoring and advisory sessions with our screen specialists to get personalised one-on-one help with growing and building their businesses.

**“From our first email correspondence Creative Plus Business delivered a service that was warm, pragmatic and efficient. They quickly recognised our specific needs and tailored a programme to suit. Monica and the team delivered above and beyond what was promised – the workshops were practical, interactive and fun. Participants started implementing the tools and strategies immediately and I have no doubt that the learnings taken from the workshop series will be transformational for this cohort of screen freelancers and business operators.”**

**Abi Binning**

**Executive Director at Wide Angle Tasmania (2019)**





#learnfromthebest

Get in touch to experience a world where art, and  
business meet, and success is more than a dream.

Enjoy perusing me, guilt-free! This tome is made from 100% recycled paper.



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Creative Plus Business is a  
certified social enterprise  
through Social Traders. This  
means that we are dedicated  
to doing social, community, and  
environmental good inline with  
our purpose of contributing to  
the growth and success of every  
creative business.

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