



**National Association
for the Visual Arts Ltd**

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ACN 003 229 285

Art Business Basics - Business Skills Workshop Templates

How to use the templates

NAVA has developed a series of 'workshop session' templates that look at 'business skills' of relevance to visual artists and craftspeople. The templates are for the use of any organisational member of NAVA, which acts as the workshop 'host organisation', using the templates as a starting point for training sessions that can be tailored for the host organisation's audiences.

The sessions can be used individually or combined into a larger workshop. They can also be tailored to better reflect the presenter(s) knowledge and presentation style. The host organisation or presenter will need access to the software program Microsoft Powerpoint to be able to print and modify the templates.

Aims of the workshop templates

To:

- present specific business information that has been tailored to the needs of artists and craftspeople
- provide an opportunity for artists and craftspeople to meet with their peers to discuss issues relating to their art business and professional practice
- provide an avenue through which NAVA can work co-operatively with its organisational members to reach local audiences
- profile the work NAVA does on behalf of Australian artists and craftspeople and publicise some of the resources it provides.

Currently available session templates

- Introduction to the Workshop
- Sole Trader Issues
- Taxation
- Public Galleries – how they serve and work with artists
- Awards and Prizes – as a market opportunity for artists
- Funding – a checklist for making better applications
- Negotiating
- The Artist/Gallery Relationship

The length of time required for each session varies. When devising the workshop the host organisation and presenter can choose a combination of sessions that suit its purposes and may choose to extend or shorten the content of each session.

Modifying the templates

Where it is necessary for the presenter to modify or add specific information, the text in the Powerpoint is pink. All other information can be used as is, or, the presenter may choose to delete certain slides to better fit the time available or interests of the participants. New slides with the same graphics can be added by choosing the duplicate slide option from the tool bar. A new slide may be required, for example, to create a profile of the host organisation in the workshop introduction session.

Possible workshop expenses

The costs to cover will include:

- Administration of registration, front of house for the venue etc
- Administration involved in tailoring the text for the participants
- Venue
- Promotion
- Presenter's and guest speakers' fees
- Presentation equipment - computer and screen, white board, tables, chairs for participants etc
- Participants information packs including printing of information for the workshop notes and burning of participants CD Roms
- Any other hand out material considered necessary
- Cost of prizes for quizzes*
- Catering

* The templates include quiz questions that can be a fun way for participants to engage with the information. The giving of prizes for the quizzes are at the discretion, and cost of, the host organisation.

Possible workshop schedule

The workshop may be structured to suit different audiences/participant groups. The following outline was for a one day workshop.

Time	Topic	Guest speaker
10 am - 10.30	morning tea and introductions	
10.30 - 11.30	Operating as a Sole Trader	artist who operates as a GST business
11.30 - 12.30	Taxation	accountant, preferably with art knowledge
<i>12.30 - 1.15</i>	<i>lunch and informal discussion</i>	
1.15 - 2.15	Publicly Funded Galleries Awards and Prizes	staff member of local publicly funded art organisation
2.15 - 3.15	funding	someone with experience in writing or administering funding applications
<i>3.15 - 3.30</i>	<i>afternoon tea</i>	
3.30 - 4.30	Artist/gallery Relationship	an experienced artist and/or a gallery owner
4.30 - 5pm	questions and wrap up	

Note to the above schedule

Guest speakers

The schedules above outline the need for a main presenter backed up by a number of guest speakers who will bring to the workshop particular expertise. The number and role of guest speakers can be determined by the needs of the workshop participants and the main presenters own knowledge base. Each guest speaker will need to be briefed by the main presenter so that s/he understands his/her role.

Acknowledging NAVA

NAVA has developed these templates as part of its commitment to furthering the work it does on behalf of Australia's artists and craftspeople. Adequate acknowledgement during the workshop of NAVA's role in producing the templates would be greatly appreciated. NAVA is also happy to supply information about its role and the various programs it offers to be included in the participants' packs.

For further information about the template, or to discuss issues that arise relating to the hosting or presenting of workshops, please contact:

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NAVA advances the professional interests of the Australian visual arts sector through advocacy, representation and service provision.

NAVA is assisted by the Australian Government through the Australia Council, its arts funding and advisory body. NAVA is supported by the Visual Arts and Craft Strategy, an initiative of the Australian, State and Territory Governments. This project was funded by the Aboriginal and Torres Strait Islander Board of the Australia Council.