

MEDIA RELEASE
Monday 20 August 2007

Equipping Artists for Business

An important new partnership has been forged between the Australia Business Arts Foundation (AbaF) and the National Association for the Visual Arts (NAVA). The two peak organisations will be collaborating to develop a website to assist visual artists with professional and business skills.

This website will be valuable for visual artists, craftspeople and designers who are looking to improve their professional and business management skills to increase the commercial opportunities for their products and services.

AbaF is funded by the federal government and the private sector to promote private sector support for the arts. It connects business, the arts, donors and foundations through three programs – Partnering, Volunteering and Giving.

NAVA is the peak body representing the professional interests of the Australian visual arts and craft/design sector, funded by the federal government and all state governments. One of its aims is to offer its expertise and experience to create a better working environment and provide resources to assist artists to reach their full professional potential.

Tamara Winikoff, Executive Director of NAVA said today: “Our long experience in representing Australian artists tells us that they are great explorers, always seeking new knowledge and new territories to conquer. A website that will quickly and efficiently link them to the resources they need when a particular challenge arises, will help smooth the pathway to professional success.”

Jane Haley, Acting CEO of AbaF said: “There is an art to seeking support, negotiating agreements and managing relationships. AbaF offers skills development which is tailored to artists’ specific needs. The workshops which AbaF offers around the country are strongly practical, grounded in our experience of connecting the private sector and the arts, and based on market research and industry consultation. The new website will provide further access to information and resources that artists need.”

Whilst AbaF and NAVA are the initiators of the project and developers of the website, the project will offer benefits to all non-accredited visual arts and craft/design training providers, and will seek their ongoing involvement. The site will be a central reference point and portal for information, providing links to the wide range of skills development opportunities which are offered around Australia.

For media comment please contact:

Tamara Winikoff, Executive Director, NAVA: 0411 162 156

Jane Haley, Chief Executive Officer (Acting), AbaF: 03 9616 0308