

# media release

24 September 2020

FOR IMMEDIATE RELEASE



## TSO presents 'Growing Pains in the Arts'

Skills development program for Tasmania's small-to-medium creative sector returns for second year



The **Tasmanian Symphony Orchestra** announces the return of skills development program **Growing Pains in the Arts**, offering participants from Tasmania's small-to-medium creative sector the opportunity to develop knowledge and experience in the areas of fundraising, marketing and governance.

Introduced in 2019, the expanded 2020 Growing Pains in the Arts program, offered with the support of Arts Tasmania and the Tasmanian Community Fund Board, will offer 8 weekly modules from October 12, featuring a selection of high-profile presenters - all expert in their fields.

Convened by the TSO's **Caroline Sharpen** and **Samuel Cairnduff**, Growing Pains in the Arts provides vital practical instruction on revenue development, strategy and sustainability for creative organisations and practices. Participants will hear from **Hon Andrew Wilkie MP** on engaging with members of parliament; **Brand Tasmania CEO Todd Babiak** will discuss the role of the arts in place-branding and promotion; and **Blundstone co-COO, Adam Blake**, will help us create, capture and leverage value. Tasmanian arts leaders **Tony Bonney** will offer insight into the finer points designing work for festivals, TSO's **John De Paoli** will provide an overview of financial strategy while Ten Days on the Island CEO **Jane Haley** will open the series with a seminar on building philanthropic support.

Participants will be able to bring real-life working situations to the table and walk away with a suite of tools and concrete plans to help their practice or organisation.

Importantly, participants will have the opportunity to learn from each other, and become part of a rich and diverse alumni group with the potential to change the outlook of the Tasmanian arts and cultural sector.

**TSO CEO Caroline Sharpen** said, ‘Now more than ever, Tasmanian artists and arts organisations need to know they are not alone. Growing Pains in the Arts provides real-world support and tools which build skills and confidence. Perhaps most important is the opportunity to come together as a sector, share and learn from each other, and foster the *esprit de corps* and camaraderie that we have missed during COVID-19’.

Open to all organisations and individual artists working in performing and visual arts and the wider creative industries, the program will suit those responsible for managing arts and cultural organisations, creative industries managers and early-to-mid career artists . It is also open to post-graduate and final-year students studying creative industries disciplines.

Thanks to the support of the Minister for the Arts and the Tasmanian Community Fund Board, the program is presented free-of-charge to participants. Booking is required via the TSO website <https://www.tso.com.au/growing-pains-in-the-arts/>

## PROGRAM

### Growing Pains in the Arts

#### *Getting good at fundraising, marketing and governance*

Presented by

**Tasmanian Symphony Orchestra**

#### Modules

Participants may book for the entire series or module by module. Each module will be in the format of a two-hour seminar/workshop, fully on-line.

DATE/TIME	MODULES	PRESENTER
Monday 12/10 5.30 – 5.45pm	Introduction and overview	Elise Archer, Minister for the Arts and Caroline Sharpen, TSO
Monday 12/10 5.45 – 7.30 pm	Building Philanthropic Support for your Creative Practice	Jane Haley, Ten Days on the Island
Monday 19/10 5.30 – 7.30 pm	A User’s Guide to Festivalisation – or how to make your work festival-ready	Tony Bonney, Festival Consultant
Monday 26/10 5.30 – 7.30 pm	Beyond ‘build it and they will come’ - Building audiences for your work	Sam Cairnduff, Director Marketing and Communications, TSO
Monday 2/11 5.30 – 7.30 pm	Public Support for the Arts	Ashlee Davis, Kate Mackie, Courtney Webber and David Sudmalis

Monday 9/11 12.00 - 2.00 pm	Financial strategy for small-to-medium arts organisations	John De Paoli, CFO, TSO
Monday 16/11 12.00 - 2.00 pm	How to engage with your Members of Parliament and advocate for your work	Hon Andrew Wilkie MP, Member for Clark
Monday 23/11 12.00 - 2.00 pm	Creating and Leveraging Value – know what you have, what you are selling, and how to make the most of it	Adam Blake, Co-COO Blundstone
Monday 30/11 12.00 - 2.00 pm	Role of the Arts in Place Branding and Promotion	Todd Babiak, CEO Brand Tasmania

Bookings at: <https://www.tso.com.au/growing-pains-in-the-arts/>

SUPPORTED BY



**Press contact, including interview and image requests**

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